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ONTARIO RECREATION SURVEY

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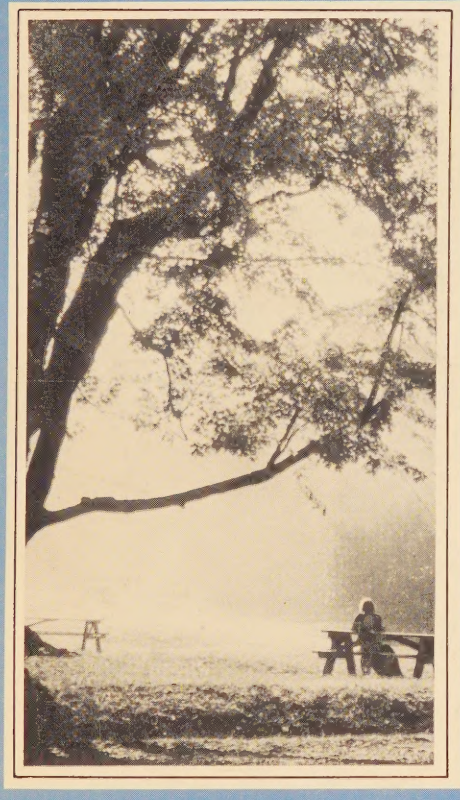

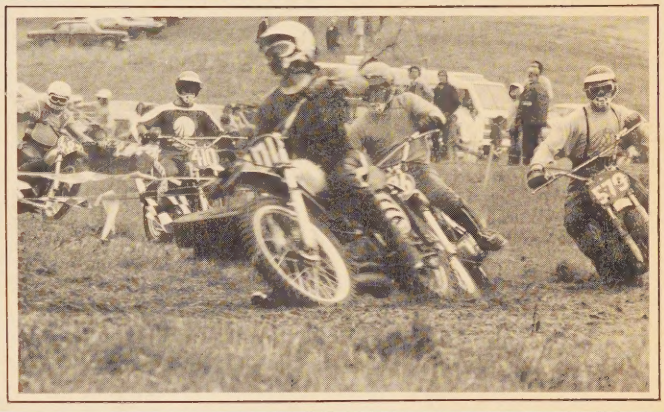

7 Profiles of Participants

Tourism and Outdoor Recreation Planning Study

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12

ONTARIO

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Planning

Study

TOURISM AND RECREATIONAL BEHAVIOUR OF ONTARIO RESIDENTS - VOLUME 7: PROFILES OF PARTICIPANTS

TOURISM AND OUTDOOR RECREATION PLANNING STUDY COMMITTEE

QUEEN'S PARK, TORONTO JULY 1977

Ontario Miscellaneous publication

T.O.R.P.S.

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* Dr. P. Klopchic, Mr. T. Spearin, Mr. S. Solway and Mr. L. Siu, no longer associated with T.O.R.P.S., also made major contributions to the initiation and development of the Ontario Recreation Survey.

TOURISM AND RECREATIONAL BEHAVIOUR OF ONTARIO RESIDENTS - VOLUME 7: PROFILES OF PARTICIPANTS was prepared by Robert Coughlin and Michael Heit.

Ontario

Provincial
Secretary for
Resources
Development

Parliament Buildings
Queen's Park
Toronto Ontario

April 1, 1977

As Provincial Secretary of the Cabinet Committee to which the interministerial Tourism and Outdoor Recreation Planning Study Committee reports, it is my pleasure to make available the series of final reports derived from the Ontario Recreation Survey.

The Ontario Recreation Survey has been a project of the interministerial Tourism and Outdoor Recreation Planning Study (TORPS) Committee, a committee made up of representatives from the ministries of the Ontario Government which play a major role in the provision of recreation and tourism opportunities in Ontario.

Several years ago, in recognition of the need for a comprehensive data base on the recreation and tourism behaviour of Ontario residents, the TORPS Committee initiated the process which resulted in the designing, conducting, analysing, and reporting of results from the Ontario Recreation Survey.

The reports included in this series are based on a data bank containing the results of over 10,000 scientifically conducted personal interviews of a carefully selected group of Ontario residents during the period May 1, 1973 to April 30, 1974.

The primary purpose of the Survey was to provide comprehensive, valid information on recreation and tourism participation patterns and preferences and to gain a better insight into various aspects of recreation behaviour of Ontario residents.

The need for such information was earlier identified by the TORPS Committee as being essential if comprehensive recreation and tourism planning was to occur at any or all of the provincial, regional, or local levels.

It is my sincere hope that recreation and tourism planners and managers at all levels of government and also the private sector, as well as academics, will find these published results of value to them. I strongly urge that they will make full use of the reports and the data upon which they were based. When this is done, I anticipate with confidence that recreation and tourism planning, management, and research in the province will be carried out at a quality and level of understanding unequalled in Canada.

Sincerely,

Rene Brunelle

Rene Brunelle
Minister

TABLE OF CONTENTS

		Page
	LIST OF TABLES	iii
	INTRODUCTION	1
	1. General	1
	2. Profiles of Participants	4
I	AN OVERVIEW - 73 RECREATIONAL ACTIVITIES	6
II	PROFILES OF PARTICIPANTS	16
	1. Alley Bowling	16
	2. Archery	18
	3. Attending Fair/Exhibition	20
	4. Attending Sporting Event	22
	5. Attending Theatre/Concert	24
	6. Badminton	26
	7. Baseball/Softball	28
	8. Basketball	30
	9. Big Game Hunting	32
	10. Boating-Kayak/Rowboat	34
	11. Bocce	36
	12. Boxing/Wrestling	38
	13. Camping	40
	14. Canoeing	42
	15. Car Rallying	44
	16. Cricket	46
	17. Cross-country Skiing	48
	18. Curling	50
	19. Downhill Skiing	52
	20. Equestrian Sports	54
	21. Fencing	56
	22. Field Hockey	58
	23. Fishing	60
	24. Football (Canadian)	62
	25. Golfing	64
	26. Guided Nature Tour	66
	27. Gymnastics	68
	28. Handball	70
	29. Hiking	72
	30. Horseback Riding	74
	31. Ice Hockey	76
	32. Ice Skating	78
	33. Judo/Karate	80
	34. Lacrosse	82
	35. Lawn Bowling	84
	36. Motor Boating	86
	37. Mountain Climbing	88
	38. Picnicking	90

TABLE OF CONTENTS (continued)

Page

39. Recreational Bicycling 92
40. Recreational Driving 94
41. Recreational Flying/Sky Diving 96
42. Recreational Motorcycling 98
43. Recreational Snowmobiling 100
44. Recreational Trail-biking 102
45. Recreational Walking 104
46. Roller Skating 106
47. Rugger 108
48. Sailing 110
49. Skin/Scuba Diving 112
50. Small Game Hunting 114
51. Snowshoeing 116
52. Soccer 118
53. Sports Car Racing 120
54. Squash 122
55. Stock Car/Drag Racing 124
56. Strength Sports 126
57. Swimming 128
58. Tennis 130
59. Tobogganing/Sledding 132
60. Track and Field 134
61. Trap/Skeet Shooting 136
62. View/Collect Rocks 138
63. View/Photograph Birds, etc. 140
64. View/Photograph Plants 142
65. Visiting Historic Site 144
66. Visiting Museum/Art Gallery 146
67. Visiting Nature Displays 148
68. Visiting Cottage/Chalet 150
69. Visiting Zoo/Botanical Garden 152
70. Volleyball 154
71. Waterfowl Hunting 156
72. Water Polo 158
73. Water-skiing 160

APPENDIX A DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE 162

APPENDIX B DEFINITIONS USED IN ONTARIO RECREATION SURVEY 163

LIST OF TABLES

Table		Page
I-1	Participation Rates for 73 Recreational Activities	8
I-2	Activities Ranked by Percentage of Male Participants	10
I-3	Activities Ranked According to Average Age of Participants	12
I-4	Activities Ranked According to Average Annual Household Income	14

INTRODUCTION

1. GENERAL

This is the seventh in a series of reports describing results from the Ontario Recreation Survey (ORS). The main objectives of the actual survey are to obtain estimates of the incidence, frequency, and location of participation, and to provide estimates related to the travel mode, accommodation type, and destinations of the weekend and vacation trips of Ontario residents. Considerable information about the use of free time, preferences and constraints, and demographics, is also available to provide a complete context for the interpretation of activity and trip data.

The four primary purposes for which the data were collected are:

(a) to aid government ministries in developing plans and policies for efficiently providing recreational opportunities that will maximize user satisfaction;

(b) to provide the integrated data base required for the detailed analysis necessary to gain a better understanding of the complexities of tourism and recreation behaviour;

(c) to provide a basis for the comparison and validation of results from existing surveys;

(d) to provide data necessary for the development of models of tourism and recreational behaviour that can be used to evaluate alternative strategies for providing recreational opportunities.

The ORS is perhaps the most comprehensive tourism and recreation survey yet carried out in North America. In total, 10,230 residents

each completed a twenty-four page questionnaire which dealt with 73 recreational activities. Over 97 per cent of Ontario residents twelve years of age and older were eligible to be interviewed in any of the twelve months from May 1973 to April 1974.

The Ontario residents interviewed were selected in a multi-stage, probability sampling design. As the first stage of stratification, the Province was divided into seven geographical areas. The second stage of stratification was based on degree of urbanization. At this stage, the five strata which included municipalities with populations both greater and less than 50,000 were further divided into large and non-large urban substrata. As a result, the sample included twelve strata.

Questionnaires were administered by thoroughly trained interviewers under the supervision of Market Facts of Canada Ltd. Very strict sampling procedures were followed throughout the survey. Interviewers were not allowed to substitute either households or respondents within households. Only one respondent per household was eligible to be interviewed and up to five separate attempts to contact the selected person were required. Such a procedure is costly, but it ensures the inclusion of highly active individuals who are, typically, the most difficult to contact.

The ORS was designed to take place over twelve consecutive months to provide an unbiased perspective of resident tourism and recreational behaviour - much of which is seasonal in nature. Detailed questions about participation in activities and descriptions of weekend and vacation trips were restricted to the three months prior to the day of the interview. Details about free-time use were asked only for the day before the interview.

Data from the survey have been carefully edited. The procedures

included two independent manual edits and one computerized edit. Interviews have been weighted to increase the accuracy of estimates. The weights adjust estimates for differences in the sampling rate among strata and household sizes; response rates among strata and months; and differences between the age and sex distributions of the sample and the Ontario population.

The serious user of data from the Ontario Recreation Survey will want a more complete description of the survey than the brief and highly generalized one that has been described above. Detailed background information is available from two documents. The Survey Specifications, Interviewer's Instruction Manual, List of Working Definitions and the Questionnaire are found in: ONTARIO RECREATION SURVEY - SURVEY DOCUMENTS, 1973, Tourism and Outdoor Recreation Planning Study, Queen's Park, Toronto. Specific uses for which the data were collected - the ORS Pilot Study; Sample Design and Estimation Procedures; Design, Content and Structure of ORS Questionnaire; and Verification and Editing of the ORS Data - are all described in: TOURISM AND RECREATIONAL BEHAVIOUR OF ONTARIO RESIDENTS - VOLUME 8: USER'S GUIDE TO ANALYSIS, Tourism and Outdoor Recreation Planning Study, 1977, Queen's Park, Toronto.

For a more complete description of other characteristics of tourism and recreational behaviour of Ontario residents other than profiles of recreationists, the reader should refer to the companion reports in this series. They are:

(a) Tourism and Recreational Behaviour of Ontario Residents - Volume 1: GEOGRAPHIC DIMENSIONS

(b) Tourism and Recreational Behaviour of Ontario Residents - Volume 2: DEMOGRAPHIC DIMENSIONS

(c) Tourism and Recreational Behaviour of Ontario Residents - Volume 3: TRAVEL AND TOURISM

(d) Tourism and Recreational Behaviour of Ontario Residents - Volume 4: FREE TIME

(e) Tourism and Recreational Behaviour of Ontario Residents - Volume 5: PREFERENCE AND CONSTRAINTS

(f) Tourism and Recreational Behaviour of Ontario Residents - Volume 6: SPECIAL GROUPS

2. PROFILE OF PARTICIPANTS

This report profiles Ontario recreationists who participated in the 73 recreational activities surveyed in the Ontario Recreation Survey. The report is divided into two chapters: these are, An Overview - 73 Recreational Activities and Profiles of Participants.

Chapter I consists of four tables that detail rank orders of the activities based on the decreasing values of the following indices;

(1) Participation Rate
(2) Male/Female Participation
(3) Average Age of Participants
(4) Average Household Income of Participants

Chapter II presents the profiles of recreationists participating in the 73 recreational activities. Each profile depicts distributional information for the following variables;

(a) Male/Female
(b) Marital Status
(c) Age
(d) Education
(e) Household Income
(f) Employment Status

In order to determine how the composition of an activity differs from the composition of the sample as a whole, the activity in question should be compared with the composition of the total sample found in Appendix A.

For example, the first profile deals with alley bowlers. Of the 19 per cent who said they participated in alley bowling, 51 per cent are married and 49 per cent are single. Looking in Appendix A, it can be seen that in the population, 63 per cent are married and 30 per cent are single. By comparing those two profiles it can be concluded that alley bowling appeals more to the single than to the married.

It should be pointed out that where the rate of participation is low, caution should be applied in drawing statistical inferences. As a matter of fact, in order to avoid possible erroneous inferences, all profile tables relating to activities with less than 2 per cent participation rates have been excluded. The sample size is simply too small for reliable demographic inferences to be made.

This report supercedes a previous report* published in 1975. The latter report presented information based on one half of the total sample and displayed the profile information for only forty-six activities.

---

* Recreation Patterns in Ontario: A Statistical Profile,
Murray Yewer, Michael Heit,
Ministry of Culture and Recreation, 1975.

CHAPTER I

AN OVERVIEW - 73 RECREATIONAL ACTIVITIES

This chapter consists of the following four tables:

Table I-1 presents a rank of the 73 activities according to their popularity or rate of participation*. As can be seen from Table I-1, swimming has the highest participation rate with approximately 66 per cent of the total sample participating. The least popular activity** is fencing with a participation rate of 0.1 per cent.

Table I-2 presents a rank of the 73 activities according to Male/Female participation. The most male dominated activity is waterfowl hunting with almost 94 per cent of the participants being male. Equestrian sports have the highest rate of female participation. Note: Caution should be used in interpreting this table. Even though the Male/Female participation rate is high, the actual activity may be based on less than 2 per cent of the sample and each activity should be referenced to the corresponding participation rates in Table I-1.

---

* The term "participation rate", found throughout this report is defined as, the per cent of respondents who participated at least once in a given recreational activity in the past year.

** Due to the extremely small sample size, these numbers should be interpreted with caution.

Table I-3 presents a rank of the activities according to the average age of the participants. As might be expected, the average age is highest for lawn bowlers with field hockey being dominated by the younger generation; the average age for that activity being 16.7 years.

Table I-4 presents a rank of the activities according to the average annual gross household income of the participants. The household income is highest for squash players ($16,000) and lowest for boxers/ wrestlers ($9,047).

TABLE I-1

PARTICIPATION RATES FOR 73 RECREATIONAL ACTIVITIES

Rank	Activity	Number†	%
1	Swimming	4,070,000	66.2
2	Recreational Driving	3,969,000	64.6
3	Picnicking	3,678,000	59.9
4	Attending Fair/Exhibition	3,517,000	57.2
5	Recreational Walking	3,390,000	55.2
6	Attending Sporting Event	3,223,000	52.5
7	Visiting Cottage/Chalet	2,855,000	46.5
8	Attending Theatre/Concert	2,595,000	42.2
9	Fishing	2,316,000	37.7
10	Visiting Museum/Art Gallery	2,301,000	37.4
11	Visiting Historic Site	2,229,000	36.3
12	Visiting Zoo/Botanical Garden	2,162,000	35.2
13	Motor Boating	2,024,000	32.9
14	Ice Skating	1,999,000	32.5
15	Recreational Bicycling	1,960,000	31.9
16	Visiting Nature Displays	1,885,000	30.7
17	Camping	1,781,000	29.0
18	Hiking	1,463,000	23.8
19	Tobogganing/Sledding	1,359,000	22.1
20	Alley Bowling	1,181,000	19.2
21	Baseball/Softball	1,166,000	19.0
22	Recreational Snowmobiling	1,108,000	18.0
23	Canoeing	1,005,000	16.4
24	Golfing	852,000	13.9
25	View/Photograph Birds, etc.	848,000	13.8
26	Ice Hockey	793,000	12.9
27	Tennis	783,000	12.7
28	Badminton	762,000	12.4
29	Basketball	704,000	11.5
30	View/Photograph Plants	676,000	11.0
31	Water-skiing	658,000	10.7
32	Horseback Riding	647,000	10.5
33	Football (Canadian)	639,000	10.4
34	Boating-Kayak/Rowboat	634,000	10.3
35	Volleyball	619,000	10.1
36	Small Game Hunting	563,000	9.2
37	View/Collect Rocks	555,000	9.0
38	Soccer	518,000	8.4
39	Downhill Skiing	493,000	8.0
40	Guided Nature Tour	388,000	6.3

† to the nearest '000 participants.

TABLE I-1 (continued)

Rank	Activity	Number†	%
41	Sailing	385,000	6.3
42	Recreational Motorcycling	326,000	5.3
43	Roller Skating	312,000	5.1
44	Curling	299,000	4.9
45	Gymnastics	286,000	4.6
46	Recreational Trail-biking	273,000	4.4
47	Snowshoeing	268,000	4.4
48	Big Game Hunting	259,000	4.2
49	Track and Field	230,000	3.7
50	Waterfowl Hunting	226,000	3.7
51	Cross-country Skiing	184,000	3.0
52	Skin/Scuba Diving	176,000	2.9
53	Handball	174,000	2.8
54	Strength Sports	151,000	2.5
55	Field Hockey	123,000	2.0
56	Lacrosse	88,000	1.4*
57	Archery	83,000	1.4*
58	Trap/Skeet Shooting	74,000	1.2*
59	Rugger	64,000	1.0*
60	Judo/Karate	61,000	1.0*
61	Mountain Climbing	60,000	1.0*
62	Recreational Flying/Sky Diving	59,000	1.0*
63	Squash	56,000	0.9*
64	Boxing/Wrestling	54,000	0.9*
65	Water Polo	53,000	0.9*
66	Bocce	43,000	0.7*
67	Car Rallying	41,000	0.7*
68	Stock Car/Drag Racing	37,000	0.6*
69	Lawn Bowling	31,000	0.5*
70	Cricket	26,000	0.4*
71	Equestrian Sports	25,000	0.4*
72	Sports Car Racing	24,000	0.4*
73	Fencing	9,000	0.1*

† To the nearest '000 participants.

* Participation rates of less than 2 per cent should be interpreted with caution.

TABLE I-2

ACTIVITIES RANKED BY PERCENTAGE OF MALE PARTICIPANTS

Rank	Activity	% Male	% Female
1	Waterfowl Hunting	93.5	6.5
2	Boxing/Wrestling	92.7	7.3
3	Small Game Hunting	90.6	9.4
4	Trap/Skeet Shooting	90.1	9.9
5	Big Game Hunting	89.9	10.1
6	Lacrosse	88.0	12.0
7	Rugger	87.9	12.1
8	Cricket	87.2	12.8
9	Strength Sports	87.2	12.8
10	Bocce	86.5	13.5
11	Ice Hockey	85.5	14.5
12	Football (Canadian)	85.0	15.0
13	Recreational Flying/Sky Diving	80.4	19.6
14	Water Polo	80.3	19.7
15	Soccer	79.3	20.7
16	Judo/Karate	77.6	22.4
17	Golfing	76.8	23.2
18	Skin/Scuba Diving	74.9	25.1
19	Sports Car Racing	73.8	26.2
20	Squash	73.5	26.5
21	Stock Car/Drag Racing	70.9	29.1
22	Recreational Trail-biking	69.0	31.0
23	Fencing	68.1	31.9
24	Fishing	66.1	33.9
25	Snowshoeing	65.4	34.6
26	Basketball	64.8	35.2
27	Baseball/Softball	63.1	36.9
28	Track and Field	62.5	37.5
29	Curling	62.3	37.7
30	Water-skiing	61.9	38.1
31	Recreational Motorcycling	61.6	38.4
32	Handball	61.5	38.5
33	Archery	60.2	39.8
34	Sailing	58.6	41.4
35	Cross-country Skiing	58.4	41.6
36	Canoeing	58.1	41.9
37	Mountain Climbing	58.0	42.0
38	Attending Sporting Event	57.5	42.5
39	Tennis	57.2	42.8
40	Recreational Snowmobiling	56.0	44.0

TABLE I-2 (continued)

Rank	Activity	% Male	% Female
41	Camping	55.6	44.4
42	Motor Boating	54.8	45.2
43	Ice Skating	54.3	45.7
44	Boating-Kayak/Rowboat	53.5	46.5
45	Downhill Skiing	53.3	46.7
46	Hiking	53.3	46.7
47	Tobogganing/Sledding	52.4	47.6
48	Swimming	51.6	48.4
49	Alley Bowling	51.2	48.8
50	Attending Fair/Exhibition	51.2	48.8
51	Visiting Historic Site	50.4	49.6
52	Recreational Bicycling	50.3	49.7
53	Visiting Cottage/Chalet	50.3	49.7
54	Recreational Driving	49.5	50.5
55	View/Photograph Birds, etc.	49.5	50.5
56	Horseback Riding	49.0	51.0
57	Car Rallying	48.8	51.2
58	Roller Skating	48.7	51.3
59	Badminton	48.5	51.5
60	Visiting Nature Displays	48.4	51.6
61	Visiting Museum/Art Gallery	48.3	51.7
62	Picnicking	47.9	52.1
63	Volleyball	47.4	52.6
64	Guided Nature Tour	46.9	53.1
65	Visiting Zoo/Botanical Garden	46.6	53.4
66	Lawn Bowling	46.4	53.6
67	Recreational Walking	45.8	54.2
68	Attending Theatre/Concert	45.7	54.3
69	View/Collect Rocks	45.3	54.7
70	View/Photograph Plants	44.4	55.6
71	Field Hockey	43.0	57.0
72	Gymnastics	37.2	62.8
73	Equestrian Sports	34.1	65.9

TABLE I-3

ACTIVITIES RANKED ACCORDING TO AVERAGE AGE OF PARTICIPANTS

Rank	Activity	Average Age*
1	Lawn Bowling	44.5
2	Recreational Driving	36.9
3	Big Game Hunting	36.3
4	Bocce	36.0
5	Visiting Cottage/Chalet	35.5
6	Visiting Zoo/Botanical Garden	35.5
7	Recreational Walking	35.4
8	View/Photograph Plants	35.0
9	Picnicking	34.7
10	Visiting Historic Site	34.4
11	Curling	34.2
12	Visiting Nature Displays	34.2
13	View/Photograph Birds, etc.	34.1
14	Recreational Flying/Sky Diving	33.9
15	Attending Fair/Exhibition	33.6
16	Visiting Museum/Art Gallery	33.6
17	Attending Theatre/Concert	33.4
18	Motor Boating	32.8
19	Fishing	32.6
20	Golfing	32.5
21	View/Collect Rocks	32.5
22	Waterfowl Hunting	32.1
23	Attending Sporting Event	31.9
24	Swimming	31.2
25	Trap/Skeet Shooting	31.1
26	Small Game Hunting	30.9
27	Alley Bowling	30.2
28	Fencing	30.0
29	Sailing	29.9
30	Cross-country Skiing	29.5
31	Mountain Climbing	29.2
32	Camping	28.9
33	Hiking	28.8
34	Squash	28.3
35	Boating-Kayak/Rowboat	28.2
36	Guided Nature Tour	28.2
37	Recreational Snowmobiling	28.0
38	Snowshoeing	27.7
39	Canoeing	27.3
40	Cricket	26.6

* Ages range between 12 and 98 years.

TABLE I-3 (continued)

Rank	Activity	Average Age*
41	Car Rallying	26.1
42	Stock Car/Drag Racing	25.8
43	Sports Car Racing	25.5
44	Downhill Skiing	25.4
45	Equestrian Sports	25.4
46	Water-skiing	25.2
47	Ice Skating	25.1
48	Recreational Bicycling	24.6
49	Tennis	23.9
50	Badminton	23.8
51	Tobogganing/Sledding	23.8
52	Skin/Scuba Diving	23.7
53	Strength Sports	23.0
54	Gymnastics	22.7
55	Horseback Riding	22.2
56	Ice Hockey	22.1
57	Judo/Karate	22.0
58	Recreational Motorcycling	22.0
59	Handball	21.6
60	Baseball/Softball	21.4
61	Recreational Trail-biking	20.7
62	Archery	20.6
63	Water Polo	20.2
64	Soccer	20.1
65	Volleyball	20.1
66	Roller Skating	19.7
67	Football (Canadian)	19.0
68	Boxing/Wrestling	18.8
69	Lacrosse	18.8
70	Basketball	18.5
71	Rugger	17.9
72	Track and Field	16.9
73	Field Hockey	16.7

* Ages range between 12 and 98 years.

TABLE I-4

ACTIVITIES RANKED ACCORDING TO AVERAGE ANNUAL HOUSEHOLD INCOME*

Rank	Activity	Average Income
1	Squash	$16,300
2	Water Polo	15,300
3	Car Rallying	14,500
4	Sailing	14,500
5	Sports Car Racing	14,100
6	Trap/Skeet Shooting	14,000
7	Recreational Flying/Sky Diving	14,000
8	Downhill Skiing	13,300
9	Mountain Climbing	13,200
10	Golfing	13,200
11	Curling	13,200
12	Cross-country Skiing	13,100
13	Water-skiing	13,100
14	Skin/Scuba Diving	13,000
15	Bocce	12,900
16	Equestrian Sports	12,700
17	Judo/Karate	12,700
18	Waterfowl Hunting	12,600
19	Stock Car/Drag Racing	12,500
20	Strength Sports	12,400
21	Boating-Kayak/Rowboat	12,200
22	Canoeing	12,200
23	Tennis	12,200
24	Small Game Hunting	12,100
25	Recreational Snowmobiling	12,100
26	View/Photograph Birds, etc.	12,000
27	Motor Boating	12,000
28	Snowshoeing	11,900
29	Lacrosse	11,900
30	Rugger	11,900
31	Big Game Hunting	11,900
32	Visiting Cottage/Chalet	11,700
33	View/Collect Rocks	11,700
34	Badminton	11,700
35	Alley Bowling	11,700
36	Cricket	11,600
37	Attending Theatre/Concert	11,600
38	Fencing	11,600
39	Track and Field	11,500
40	Visiting Nature Displays	11,500

* 1973-74 gross income reported to the nearest '00 dollars.

TABLE I-4 (continued)

Rank	Activity	Average Income*
41	Swimming	11,400
42	Fishing	11,400
43	Ice Skating	11,400
44	Tobogganing/Sledding	11,400
45	Visiting Historic Site	11,400
46	Hiking	11,300
47	View/Photograph Plants	11,300
48	Visiting Museum/Art Gallery	11,300
49	Gymnastics	11,300
50	Lawn Bowling	11,300
51	Ice Hockey	11,300
52	Attending Sporting Event	11,300
53	Recreational Motorcycling	11,200
54	Volleyball	11,200
55	Camping	11,200
56	Archery	11,100
57	Roller Skating	11,100
58	Visiting Zoo/Botanical Garden	11,100
59	Attending Fair/Exhibition	11,100
60	Horseback Riding	11,100
61	Football (Canadian)	11,000
62	Recreational Bicycling	11,000
63	Recreational Trail-biking	10,900
64	Baseball/Softball	10,900
65	Field Hockey	10,800
66	Recreational Driving	10,700
67	Picnicking	10,700
68	Soccer	10,700
69	Handball	10,600
70	Basketball	10,600
71	Guided Nature Tour	10,300
72	Recreational Walking	10,300
73	Boxing/Wrestling	9,000

* 1973-74 gross income reported to the nearest '00 dollars.

CHAPTER II

PROFILES OF PARTICIPANTS

HIGHLIGHTS-ALLEY BOWLING

* out of 73 activities, alley bowling ranked 20th in popularity.

* in the population of 6,145,000 individuals, 1,181,000 persons participated.

* the average age of the participants is 30 years.

* 51 per cent of the participants are males and 49 per cent are females.

* the average annual household income of participants is $11,700.

PROFILE OF ALLEY BOWLERS

Demographic Characteristics		%
Sex	male	51.2
	female	48.8
		100.0
Marital Status	married	53.6
	single	41.8
	other	4.6
		100.0
Age	12 - 19	29.2
	20 - 34	38.3
	35 - 49	19.0
	50 - 64	11.2
	65+	2.3
		100.0
Education	less than grade 5	0.7
	grades 5-8	19.0
	grades 9-13	69.3
	some university	6.2
	university degree(s)	4.9
		100.0
Income	under 3,000	1.7
	3,000 - 5,999	6.1
	6,000 - 9,999	15.3
	10,000 - 11,999	13.3
	12,000 - 14,999	18.8
	15,000 - 19,999	14.2
	20,000 - 24,999	8.4
	over 25,000	5.9
	refused/unknown	16.3
		100.0
Employment	employed	45.0
	student	27.5
	housewife	17.5
	retired	2.0
	other	8.0
		100.0

HIGHLIGHTS-ARCHERY†

* out of 73 activities, archery ranked 57th in popularity.

* in the population of 6,145,000 individuals, 83,000 persons participated.

* the average age of the participants is 21 years.

* 60 per cent of the participants are males and 40 per cent are females.

* the average annual household income of participants is $11,100.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Archery is not included.

HIGHLIGHTS-ATTENDING FAIR/EXHIBITION

* out of 73 activities, attending fair/exhibition ranked 4th in popularity.

* in the population of 6,145,000 individuals, 3,517,000 persons participated.

* the average age of the participants is 34 years.

* 51 per cent of the participants are males and 49 per cent are females.

* the average annual household income of participants is $11,100.

PROFILE OF FAIR/EXHIBITION GOERS

Demographic Characteristics		%
Sex	male	51.2
	female	48.8
		100.0
Marital Status	married	60.4
	single	35.0
	other	4.6
		100.0
Age	12 - 19	24.5
	20 - 34	34.0
	35 - 49	22.6
	50 - 64	13.2
	65+	5.7
		100.0
Education	less than grade 5	1.8
	grades 5-8	21.8
	grades 9-13	63.1
	some university	6.7
	university degree(s)	6.6
		100.0
Income	under 3,000	2.1
	3,000 - 5,999	6.6
	6,000 - 9,999	14.9
	10,000 - 11,999	12.7
	12,000 - 14,999	16.5
	15,000 - 19,999	13.3
	20,000 - 24,999	8.2
	over 25,000	5.9
	refused/unknown	19.8
		100.0
Employment	employed	46.9
	student	23.1
	housewife	20.1
	retired	3.7
	other	6.2
		100.0

HIGHLIGHTS-ATTENDING SPORTING EVENT

* out of 73 activities, attending sporting event ranked 6th in popularity.

* in the population of 6,145,000 individuals, 3,223,000 persons participated.

* the average age of the participants is 32 years.

* 58 per cent of the participants are males and 42 per cent are females.

* the average annual household income of participants is $11,300.

PROFILE OF SPORTING EVENT GOERS

Demographic Characteristics		%
Sex	male	57.5
	female	42.5
		100.0
Marital Status	married	56.4
	single	39.8
	other	3.7
		100.0
Age	12 - 19	29.0
	20 - 34	32.6
	35 - 49	22.9
	50 - 64	11.9
	65+	3.7
		100.0
Education	less than grade 5	0.9
	grades 5-8	21.3
	grades 9-13	64.6
	some university	6.7
	university degree(s)	6.5
		100.0
Income	under 3,000	1.6
	3,000 - 5,999	5.7
	6,000 - 9,999	14.9
	10,000 - 11,999	12.5
	12,000 - 14,999	16.5
	15,000 - 19,999	14.0
	20,000 - 24,999	8.3
	over 25,000	6.1
	refused/unknown	20.2
		100.0
Employment	employed	46.4
	student	27.7
	housewife	16.0
	retired	3.0
	other	6.9
		100.0

HIGHLIGHTS-ATTENDING THEATRE/CONCERT

* out of 73 activities, attending theatre/concert ranked 8th in popularity.

* in the population of 6,145,000 individuals, 2,595,000 persons participated.

* the average age of the participants is 33 years.

* 46 per cent of the participants are males and 54 per cent are females.

* the average annual household income of participants is $11,600.

PROFILE OF THEATRE/CONCERT GOERS

Demographic Characteristics		%
Sex	male	45.7
	female	54.3
		100.0
Marital Status	married	54.1
	single	41.1
	other	4.9
		100.0
Age	12 - 19	27.9
	20 - 34	30.4
	35 - 49	22.4
	50 - 64	14.1
	65+	5.2
		100.0
Education	less than grade 5	0.8
	grades 5-8	18.0
	grades 9-13	61.0
	some university	9.5
	university degree(s)	10.8
		100.0
Income	under 3,000	2.2
	3,000 - 5,999	6.4
	6,000 - 9,999	13.0
	10,000 - 11,999	10.6
	12,000 - 14,999	15.9
	15,000 - 19,999	14.8
	20,000 - 24,999	9.3
	over 25,000	7.4
	refused/unknown	20.4
		100.0
Employment	employed	42.1
	student	27.8
	housewife	19.7
	retired	4.0
	other	6.4
		100.0

HIGHLIGHTS-BADMINTON

* out of 73 activities, badminton ranked 28th in popularity.

* in the population of 6,145,000 individuals, 762,000 persons participated.

* the average age of the participants is 24 years.

* 49 per cent of the participants are males and 51 per cent are females.

* the average annual household income of participants is $11,700.

PROFILE OF BADMINTON PLAYERS

Demographic Characteristics		%
Sex	male	48.5
	female	51.5
		100.0
Marital Status	married	35.6
	single	62.8
	other	1.6
		100.0
Age	12 - 19	49.7
	20 - 34	33.8
	35 - 49	12.3
	50 - 64	3.6
	65+	0.6
		100.0
Education	less than grade 5	0.3
	grades 5-8	19.0
	grades 9-13	64.0
	some university	8.2
	university degree(s)	8.5
		100.0
Income	under 3,000	1.5
	3,000 - 5,999	4.7
	6,000 - 9,999	13.9
	10,000 - 11,999	13.9
	12,000 - 14,999	15.1
	15,000 - 19,999	16.5
	20,000 - 24,999	8.4
	over 25,000	6.7
	refused/unknown	19.3
		100.0
Employment	employed	35.1
	student	47.1
	housewife	10.4
	retired	0.4
	other	7.0
		100.0

HIGHLIGHTS-BASEBALL/SOFTBALL

* out of 73 activities, baseball/softball ranked 21st in popularity.

* in the population of 6,145,000 individuals, 1,166,000 persons participated.

* the average age of the participants is 21 years.

* 63 per cent of the participants are males and 37 per cent are females.

* the average annual household income of participants is $10,900.

PROFILE OF BASEBALL/SOFTBALL PLAYERS

Demographic Characteristics		%
Sex	male	63.1
	female	36.9
		100.0
Marital Status	married	28.4
	single	70.6
	other	1.0
		100.0
Age	12 - 19	60.0
	20 - 34	28.0
	35 - 49	9.5
	50 - 64	2.1
	65+	0.3
		100.0
Education	less than grade 5	0.8
	grades 5-8	29.8
	grades 9-13	58.8
	some university	5.6
	university degree(s)	5.0
		100.0
Income	under 3,000	1.3
	3,000 - 5,999	5.9
	6,000 - 9,999	15.7
	10,000 - 11,999	12.6
	12,000 - 14,999	16.3
	15,000 - 19,999	14.0
	20,000 - 24,999	6.9
	over 25,000	5.7
	refused/unknown	21.5
		100.0
Employment	employed	34.1
	student	56.1
	housewife	4.4
	retired	0.3
	other	5.2
		100.0

HIGHLIGHTS-BASKETBALL

* out of 73 activities, basketball ranked 29th in popularity.

* in the population of 6,145,000 individuals, 704,000 persons participated.

* the average age of the participants is 19 years.

* 65 per cent of the participants are males and 35 per cent are females.

* the average annual household income of participants is $10,600.

PROFILE OF BASKETBALL PLAYERS

Demographic Characteristics		%
Sex	male	64.8
	female	35.2
		100.0
Marital Status	married	15.9
	single	83.8
	other	0.3
		100.0
Age	12 - 19	74.5
	20 - 34	20.5
	35 - 49	4.2
	50 - 64	0.8
	65+	0.0
		100.0
Education	less than grade 5	0.6
	grades 5-8	32.7
	grades 9-13	53.8
	some university	6.4
	university degree(s)	6.5
		100.0
Income	under 3,000	1.5
	3,000 - 5,999	5.6
	6,000 - 9,999	13.3
	10,000 - 11,999	12.0
	12,000 - 14,999	16.0
	15,000 - 19,999	13.7
	20,000 - 24,999	8.3
	over 25,000	5.0
	refused/unknown	24.5
		100.0
Employment	employed	21.3
	student	72.7
	housewife	1.7
	retired	0.1
	other	4.3
		100.0

HIGHLIGHTS-BIG GAME HUNTING

* out of 73 activities, big game hunting ranked 48th in popularity.

* in the population of 6,145,000 individuals, 259,000 persons participated.

* the average age of the participants is 36 years.

* 90 per cent of the participants are males and 10 per cent are females.

* the average annual household income of participants is $11,900.

PROFILE OF BIG GAME HUNTERS

Demographic Characteristics		%
Sex	male	89.9
	female	10.0
		100.0
Marital Status	married	75.4
	single	20.9
	other	3.8
		100.0
Age	12 - 19	13.8
	20 - 34	38.0
	35 - 49	29.4
	50 - 64	13.0
	65+	5.9
		100.0
Education	less than grade 5	2.4
	grades 5-8	25.4
	grades 9-13	63.5
	some university	5.8
	university degree(s)	2.8
		100.0
Income	under 3,000	2.9
	3,000 - 5,999	5.9
	6,000 - 9,999	18.1
	10,000 - 11,999	14.1
	12,000 - 14,999	20.0
	15,000 - 19,999	13.4
	20,000 - 24,999	7.1
	over 25,000	6.4
	refused/unknown	12.2
		100.0
Employment	employed	73.3
	student	10.5
	housewife	3.8
	retired	4.5
	other	7.8
		100.0

HIGHLIGHTS-BOATING-KAYAK/ROWBOAT

* out of 73 activities, boating-kayak/rowboat ranked 34th in popularity.

* in the population of 6,145,000 individuals, 634,000 persons participated.

* the average age of the participants is 28 years.

* 54 per cent of the participants are males and 46 per cent are females.

* the average annual household income of participants is $12,200.

PROFILE OF BOATERS-KAYAK/ROWBOAT

Demographic Characteristics		%
Sex	male	53.5
	female	46.5
		100.0
Marital Status	married	49.4
	single	48.3
	other	2.3
		100.0
Age	12 - 19	37.7
	20 - 34	33.1
	35 - 49	18.3
	50 - 64	9.3
	65+	1.6
		100.0
Education	less than grade 5	0.7
	grades 5-8	22.1
	grades 9-13	61.9
	some university	7.3
	university degree(s)	7.9
		100.0
Income	under 3,000	1.3
	3,000 - 5,999	4.9
	6,000 - 9,999	12.6
	10,000 - 11,999	10.7
	12,000 - 14,999	20.2
	15,000 - 19,999	15.4
	20,000 - 24,999	9.9
	over 25,000	7.2
	refused/unknown	17.7
		100.0
Employment	employed	40.8
	student	38.3
	housewife	12.6
	retired	1.9
	other	6.5
		100.0

HIGHLIGHTS-BOCCE†

* out of 73 activities, bocce ranked 66th in popularity.

* in the population of 6,145,000 individuals, 43,000 persons participated.

* the average age of the participants is 36 years.

* 87 per cent of the participants are males and 13 per cent are females.

* the average annual household income of participants is $12,900.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Bocce is not included.

HIGHLIGHTS-BOXING/WRESTLING[†]

* out of 73 activities, boxing/wrestling ranked 64th in popularity.

* in the population of 6,145,000 individuals, 54,000 persons participated.

* the average age of the participants is 19 years.

* 93 per cent of the participants are males and 7 per cent are females.

* the average annual household income of participants is $9,000.

[†] Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Boxing/Wrestling is not included.

HIGHLIGHTS-CAMPING

* out of 73 activities, camping ranked 17th in popularity.

* in the population of 6,145,000 individuals, 1,781,000 persons participated.

* the average age of the participants is 29 years.

* 56 per cent of the participants are males and 44 per cent are females.

* the average annual household income of participants is $11,200.

PROFILE OF CAMPERS

Demographic Characteristics		%
Sex	male	55.6
	female	44.4
		100.0
Marital Status	married	54.2
	single	43.4
	other	2.4
		100.0
Age	12 - 19	33.5
	20 - 34	36.3
	35 - 49	20.0
	50 - 64	8.7
	65+	1.6
		100.0
Education	less than grade 5	0.8
	grades 5-8	22.5
	grades 9-13	63.7
	some university	6.7
	university degree(s)	6.3
		100.0
Income	under 3,000	1.8
	3,000 - 5,999	5.1
	6,000 - 9,999	16.8
	10,000 - 11,999	13.5
	12,000 - 14,999	18.3
	15,000 - 19,999	13.2
	20,000 - 24,999	8.3
	over 25,000	4.8
	refused/unknown	18.4
		100.0
Employment	employed	45.3
	student	30.7
	housewife	15.5
	retired	1.9
	other	6.6
		100.0

HIGHLIGHTS-CANOEING

* out of 73 activities, canoeing ranked 23rd in popularity.

* in the population of 6,145,000 individuals, 1,005,000 persons participated.

* the average age of the participants is 27 years.

* 58 per cent of the participants are males and 42 per cent are females.

* the average annual household income of participants is $12,200.

PROFILE OF CANOEISTS

Demographic Characteristics		%
Sex	male	58.1
	female	41.9
		100.0
Marital Status	married	46.0
	single	52.0
	other	2.0
		100.0
Age	12 - 19	37.6
	20 - 34	37.8
	35 - 49	15.8
	50 - 64	7.1
	65+	1.7
		100.0
Education	less than grade 5	0.7
	grades 5-8	16.3
	grades 9-13	60.5
	some university	10.6
	university degree(s)	11.9
		100.0
Income	under 3,000	1.0
	3,000 - 5,999	3.4
	6,000 - 9,999	12.2
	10,000 - 11,999	10.7
	12,000 - 14,999	17.7
	15,000 - 19,999	16.0
	20,000 - 24,999	10.2
	over 25,000	8.0
	refused/unknown	20.7
		100.0
Employment	employed	44.6
	student	35.9
	housewife	10.8
	retired	1.7
	other	7.0
		100.0

HIGHLIGHTS-CAR RALLYING†

* out of 73 activities, car rallying ranked 67th in popularity.

* in the population of 6,145,000 individuals, 41,000 persons participated.

* the average age of the participants is 26 years.

* 49 per cent of the participants are males and 51 per cent are females.

* the average annual household income of participants is $14,500.

† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Car Rallying is not included.

HIGHLIGHTS-CRICKET†

* out of 73 activities, cricket ranked 70th in popularity.

* in the population of 6,145,000 individuals, 26,000 persons participated.

* the average age of the participants is 27 years.

* 87 per cent of the participants are males and 13 per cent are females.

* the average annual household income of participants is $11,600.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Cricket is not included.

HIGHLIGHTS-CROSS-COUNTRY SKIING

* out of 73 activities, cross-country skiing ranked 51st in popularity.

* in the population of 6,145,000 individuals, 184,000 persons participated.

* the average age of the participants is 30 years.

* 58 per cent of the participants are males and 42 per cent are females.

* the average annual household income of participants is $13,100.

PROFILE OF CROSS-COUNTRY SKIERS

Demographic Characteristics		%
Sex	male	58.4
	female	41.6
		100.0
Marital Status	married	51.2
	single	46.3
	other	2.6
		100.0
Age	12 - 19	32.0
	20 - 34	33.4
	35 - 49	24.2
	50 - 64	9.3
	65+	1.1
		100.0
Education	less than grade 5	0.0
	grades 5-8	15.7
	grades 9-13	47.8
	some university	12.8
	university degree(s)	23.7
		100.0
Income	under 3,000	1.6
	3,000 - 5,999	2.7
	6,000 - 9,999	10.3
	10,000 - 11,999	8.5
	12,000 - 14,999	16.6
	15,000 - 19,999	14.2
	20,000 - 24,999	9.8
	over 25,000	14.2
	refused/unknown	22.1
		100.0
Employment	employed	48.9
	student	32.4
	housewife	12.3
	retired	1.3
	other	5.0
		100.0

HIGHLIGHTS-CURLING

* out of 73 activities, curling ranked 44th in popularity.

* in the population of 6,145,000 individuals, 299,000 persons participated.

* the average age of the participants is 34 years.

* 62 per cent of the participants are males and 38 per cent are females.

* the average annual household income of participants is $13,200.

PROFILE OF CURLERS

Demographic Characteristics		%
Sex	male	62.3
	female	37.7
		100.0
Marital Status	married	65.7
	single	31.3
	other	3.0
		100.0
Age	12 - 19	24.5
	20 - 34	31.2
	35 - 49	26.2
	50 - 64	14.1
	65+	4.1
		100.0
Education	less than grade 5	0.1
	grades 5-8	10.8
	grades 9-13	67.0
	some university	10.8
	university degree(s)	11.4
		100.0
Income	under 3,000	1.5
	3,000 - 5,999	5.0
	6,000 - 9,999	11.1
	10,000 - 11,999	8.2
	12,000 - 14,999	23.5
	15,000 - 19,999	17.2
	20,000 - 24,999	10.8
	over 25,000	8.5
	refused/unknown	14.2
		100.0
Employment	employed	50.8
	student	24.5
	housewife	14.8
	retired	3.7
	other	6.2
		100.0

HIGHLIGHTS-DOWNHILL SKIING

* out of 73 activities, downhill skiing ranked 39th in popularity.

* in the population of 6,145,000 individuals, 493,000 persons participated.

* the average age of the participants is 25 years.

* 53 per cent of the participants are males and 47 per cent are females.

* the average annual household income of participants is $13,300.

PROFILE OF DOWNHILL SKIERS

Demographic Characteristics		%
Sex	male	53.3
	female	46.7
		100.0
Marital Status	married	40.6
	single	57.2
	other	2.1
		100.0
Age	12 - 19	41.7
	20 - 34	37.7
	35 - 49	16.3
	50 - 64	3.6
	65+	0.7
		100.0
Education	less than grade 5	0.0
	grades 5-8	15.9
	grades 9-13	54.3
	some university	14.3
	university degree(s)	15.4
		100.0
Income	under 3,000	1.0
	3,000 - 5,999	2.0
	6,000 - 9,999	6.8
	10,000 - 11,999	7.9
	12,000 - 14,999	17.6
	15,000 - 19,999	15.2
	20,000 - 24,999	13.8
	over 25,000	11.9
	refused/unknown	23.7
		100.0
Employment	employed	42.8
	student	42.7
	housewife	8.7
	retired	0.6
	other	5.2
		100.0

HIGHLIGHTS-EQUESTRIAN SPORTS†

* out of 73 activities, equestrian sports ranked 71st in popularity.

* in the population of 6,145,000 individuals, 25,000 persons participated.

* the average age of the participants is 25 years.

* 34 per cent of the participants are males and 66 per cent are females.

* the average annual household income of participants is $12,700.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Equestrian Sports is not included.

HIGHLIGHTS-FENCING†

* out of 73 activities, fencing ranked 73rd in popularity.

* in the population of 6,145,000 individuals, 9,000 persons participated.

* the average age of the participants is 30 years.

* 68 per cent of the participants are males and 32 per cent are females.

* the average annual household income of participants is $11,600.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Fencing is not included.

HIGHLIGHTS-FIELD HOCKEY†

* out of 73 activities, field hockey ranked 55th in popularity.

* in the population of 6,145,000 individuals, 123,000 persons participated.

* the average age of the participants is 17 years.

* 43 per cent of the participants are males and 57 per cent are females.

* the average annual household income of participants is $10,800.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Field Hockey is not included.

HIGHLIGHTS-FISHING

* out of 73 activities, fishing ranked 9th in popularity.

* in the population of 6,145,000 individuals, 2,316,000 persons participated.

* the average age of the participants is 33 years.

* 66 per cent of the participants are males and 34 per cent are females.

* the average annual household income of participants is $11,400.

PROFILE OF PARTICIPANTS OF FISHING

Demographic Characteristics		%
Sex	male	66.1
	female	33.9
		100.0
Marital Status	married	60.3
	single	36.0
	other	3.7
		100.0
Age	12 - 19	26.7
	20 - 34	33.5
	35 - 49	22.9
	50 - 64	12.7
	65+	4.2
		100.0
Education	less than grade 5	1.3
	grades 5-8	23.5
	grades 9-13	62.8
	some university	6.6
	university degree(s)	5.7
		100.0
Income	under 3,000	2.1
	3,000 - 5,999	6.3
	6,000 - 9,999	16.0
	10,000 - 11,999	13.1
	12,000 - 14,999	18.0
	15,000 - 19,999	14.0
	20,000 - 24,999	8.8
	over 25,000	5.1
	refused/unknown	16.6
		100.0
Employment	employed	51.0
	student	24.3
	housewife	14.0
	retired	3.8
	other	6.9
		100.0

HIGHLIGHTS-FOOTBALL (CANADIAN)

* out of 73 activities, football (Canadian) ranked 33rd in popularity.

* in the population of 6,145,000 individuals, 639,000 persons participated.

* the average age of the participants is 19 years.

* 85 per cent of the participants are males and 15 per cent are females.

* the average annual household income of participants is $11,000.

PROFILE OF FOOTBALL PLAYERS

Demographic Characteristics		%
Sex	male	85.0
	female	15.0
		100.0
Marital Status	married	17.5
	single	82.4
	other	0.1
		100.0
Age	12 - 19	68.6
	20 - 34	25.9
	35 - 49	5.0
	50 - 64	0.5
	65+	0.0
		100.0
Education	less than grade 5	0.6
	grades 5-8	29.7
	grades 9-13	55.5
	some university	8.4
	university degree(s)	5.9
		100.0
Income	under 3,000	1.2
	3,000 - 5,999	5.0
	6,000 - 9,999	13.0
	10,000 - 11,999	10.0
	12,000 - 14,999	17.3
	15,000 - 19,999	13.1
	20,000 - 24,999	8.4
	over 25,000	7.1
	refused/unknown	25.1
		100.0
Employment	employed	27.2
	student	66.4
	housewife	1.4
	retired	0.0
	other	5.0
		100.0

HIGHLIGHTS-GOLFING

* out of 73 activities, golfing ranked 24th in popularity.

* in the population of 6,145,000 individuals, 852,000 persons participated.

* the average age of the participants is 33 years.

* 77 per cent of the participants are males and 23 per cent are females.

* the average annual household income of participants is $13,200.

PROFILE OF GOLFERS

Demographic Characteristics		%
Sex	male	76.8
	female	23.2
		100.0
Marital Status	married	61.9
	single	36.6
	other	1.5
		100.0
Age	12 - 19	24.5
	20 - 34	35.9
	35 - 49	22.9
	50 - 64	14.7
	65+	2.0
		100.0
Education	less than grade 5	0.2
	grades 5-8	12.6
	grades 9-13	67.6
	some university	9.2
	university degree(s)	10.4
		100.0
Income	under 3,000	0.6
	3,000 - 5,999	3.6
	6,000 - 9,999	10.1
	10,000 - 11,999	10.9
	12,000 - 14,999	19.0
	15,000 - 19,999	16.5
	20,000 - 24,999	11.4
	over 25,000	10.1
	refused/unknown	17.9
		100.0
Employment	employed	58.7
	student	24.5
	housewife	9.8
	retired	2.1
	other	5.0
		100.0

HIGHLIGHTS-GUIDED NATURE TOUR

* out of 73 activities, guided nature tour ranked 40th in popularity.

* in the population of 6,145,000 individuals, 388,000 persons participated.

* the average age of the participants is 28 years.

* 47 per cent of the participants are males and 53 per cent are females.

* the average annual household income of participants is $10,300.

PROFILE OF PARTICIPANTS OF GUIDED NATURE TOURS

Demographic Characteristics		%
Sex	male	46.9
	female	53.1
		100.0
Marital Status	married	45.7
	single	51.6
	other	2.7
		100.0
Age	12 - 19	45.5
	20 - 34	22.3
	35 - 49	20.2
	50 - 64	8.9
	65+	3.1
		100.0
Education	less than grade 5	0.4
	grades 5-8	31.8
	grades 9-13	53.5
	some university	6.8
	university degree(s)	7.5
		100.0
Income	under 3,000	2.3
	3,000 - 5,999	5.1
	6,000 - 9,999	17.2
	10,000 - 11,999	11.6
	12,000 - 14,999	15.6
	15,000 - 19,999	15.0
	20,000 - 24,999	7.2
	over 25,000	3.5
	refused/unknown	22.4
		100.0
Employment	employed	29.4
	student	46.0
	housewife	16.9
	retired	3.6
	other	4.0
		100.0

HIGHLIGHTS-GYMNASTICS

* out of 73 activities, gymnastics ranked 45th in popularity.

* in the population of 6,145,000 individuals, 286,000 persons participated.

* the average age of the participants is 23 years.

* 37 per cent of the participants are males and 63 per cent are females.

* the average annual household income of participants is $11,300.

PROFILE OF GYMNASTS

Demographic Characteristics		%
Sex	male	37.2
	female	62.8
		100.0
Marital Status	married	34.1
	single	64.2
	other	1.8
		100.0
Age	12 - 19	59.7
	20 - 34	23.6
	35 - 49	12.8
	50 - 64	3.3
	65+	0.7
		100.0
Education	less than grade 5	0.1
	grades 5-8	30.9
	grades 9-13	59.8
	some university	5.1
	university degree(s)	4.1
		100.0
Income	under 3,000	2.2
	3,000 - 5,999	6.5
	6,000 - 9,999	13.9
	10,000 - 11,999	12.3
	12,000 - 14,999	18.0
	15,000 - 19,999	16.9
	20,000 - 24,999	7.0
	over 25,000	5.1
	refused/unknown	18.3
		100.0
Employment	employed	25.1
	student	56.0
	housewife	12.4
	retired	0.5
	other	5.9
		100.0

HIGHLIGHTS-HANDBALL

* out of 73 activities, handball ranked 53rd in popularity.

* in the population of 6,145,000 individuals, 174,000 persons participated.

* the average age of the participants is 22 years.

* 62 per cent of the participants are males and 38 per cent are females.

* the average annual household income of participants is $10,600.

PROFILE OF HANDBALL PLAYERS

Demographic Characteristics		%
Sex	male	61.5
	female	38.5
		100.0
Marital Status	married	25.0
	single	73.6
	other	1.4
		100.0
Age	12 - 19	61.3
	20 - 34	24.7
	35 - 49	11.2
	50 - 64	2.8
	65+	0.0
		100.0
Education	less than grade 5	1.9
	grades 5-8	36.8
	grades 9-13	49.8
	some university	7.0
	university degree(s)	4.5
		100.0
Income	under 3,000	0.5
	3,000 - 5,999	6.8
	6,000 - 9,999	16.4
	10,000 - 11,999	10.7
	12,000 - 14,999	17.6
	15,000 - 19,999	10.0
	20,000 - 24,999	6.2
	over 25,000	7.7
	refused/unknown	24.2
		100.0
Employment	employed	28.8
	student	58.0
	housewife	6.7
	retired	0.0
	other	6.5
		100.0

HIGHLIGHTS-HIKING

* out of 73 activities, hiking ranked 18th in popularity.

* in the population of 6,145,000 individuals, 1,463,000 persons participated.

* the average age of the participants is 29 years.

* 53 per cent of the participants are males and 47 per cent are females.

* the average annual household income of participants is $11,300.

PROFILE OF HIKERS

Demographic Characteristics		%
Sex	male	53.3
	female	46.7
		100.0
Marital Status	married	47.6
	single	49.1
	other	3.4
		100.0
Age	12 - 19	37.7
	20 - 34	31.8
	35 - 49	19.0
	50 - 64	9.1
	65+	2.4
		100.0
Education	less than grade 5	0.9
	grades 5-8	22.7
	grades 9-13	58.6
	some university	9.0
	university degree(s)	8.8
		100.0
Income	under 3,000	1.9
	3,000 - 5,999	5.0
	6,000 - 9,999	15.3
	10,000 - 11,999	12.0
	12,000 - 14,999	16.4
	15,000 - 19,999	15.5
	20,000 - 24,999	8.5
	over 25,000	5.6
	refused/unknown	19.6
		100.0
Employment	employed	40.9
	student	37.2
	housewife	13.7
	retired	2.3
	other	6.0
		100.0

HIGHLIGHTS-HORSEBACK RIDING

* out of 73 activities, horseback riding ranked 32nd in popularity.

* in the population of 6,145,000 individuals, 647,000 persons participated.

* the average age of the participants is 22 years.

* 49 per cent of the participants are males and 51 per cent are females.

* the average annual household income of participants is $11,100.

PROFILE OF HORSEBACK RIDERS

Demographic Characteristics		%
Sex	male	49.0
	female	51.0
		100.0
Marital Status	married	27.6
	single	70.4
	other	2.0
		100.0
Age	12 - 19	54.5
	20 - 34	33.9
	35 - 49	8.7
	50 - 64	2.3
	65+	0.6
		100.0
Education	less than grade 5	0.9
	grades 5-8	24.4
	grades 9-13	62.1
	some university	8.2
	university degree(s)	4.4
		100.0
Income	under 3,000	0.9
	3,000 - 5,999	7.2
	6,000 - 9,999	12.6
	10,000 - 11,999	10.8
	12,000 - 14,999	16.0
	15,000 - 19,999	13.3
	20,000 - 24,999	8.7
	over 25,000	7.0
	refused/unknown	23.4
		100.0
Employment	employed	37.0
	student	48.5
	housewife	6.6
	retired	0.7
	other	7.2
		100.0

HIGHLIGHTS-ICE HOCKEY

* out of 73 activities, ice hockey ranked 26th in popularity.

* in the population of 6,145,000 individuals, 793,000 persons participated.

* the average age of the participants is 22 years.

* 86 per cent of the participants are males and 14 per cent are females.

* the average annual household income of participants is $11,300.

PROFILE OF ICE HOCKEY PLAYERS

Demographic Characteristics		%
Sex	male	85.5
	female	14.5
		100.0
Marital Status	married	34.6
	single	64.9
	other	0.5
		100.0
Age	12 - 19	53.3
	20 - 34	34.2
	35 - 49	11.6
	50 - 64	0.8
	65+	0.1
		100.0
Education	less than grade 5	0.2
	grades 5-8	26.4
	grades 9-13	60.9
	some university	6.9
	university degree(s)	5.6
		100.0
Income	under 3,000	0.7
	3,000 - 5,999	4.6
	6,000 - 9,999	15.6
	10,000 - 11,999	12.2
	12,000 - 14,999	17.8
	15,000 - 19,999	14.6
	20,000 - 24,999	8.1
	over 25,000	5.6
	refused/unknown	20.9
		100.0
Employment	employed	42.1
	student	50.3
	housewife	2.4
	retired	0.1
	other	5.2
		100.0

HIGHLIGHTS-ICE SKATING

* out of 73 activities, ice skating ranked 14th in popularity.

* in the population of 6,145,000 individuals, 1,999,000 persons participated.

* the average age of the participants is 25 years.

* 54 per cent of the participants are males and 46 per cent are females.

* the average annual household income of participants is $11,400.

PROFILE OF ICE SKATERS

Demographic Characteristics		%
Sex	male	54.3
	female	45.7
		100.0
Marital Status	married	44.4
	single	53.8
	other	1.9
		100.0
Age	12 - 19	43.4
	20 - 34	35.6
	35 - 49	17.5
	50 - 64	3.0
	65+	0.5
		100.0
Education	less than grade 5	0.3
	grades 5-8	23.5
	grades 9-13	61.8
	some university	7.0
	university degree(s)	7.5
		100.0
Income	under 3,000	1.0
	3,000 - 5,999	4.6
	6,000 - 9,999	14.4
	10,000 - 11,999	12.5
	12,000 - 14,999	17.3
	15,000 - 19,999	15.5
	20,000 - 24,999	8.0
	over 25,000	6.1
	refused/unknown	20.6
		100.0
Employment	employed	39.6
	student	41.3
	housewife	13.0
	retired	0.4
	other	5.7
		100.0

HIGHLIGHTS-JUDO/KARATE†

* out of 73 activities, judo/karate ranked 60th in popularity.

* in the population of 6,145,000 individuals, 61,000 persons participated.

* the average age of the participants is 22 years.

* 78 per cent of the participants are males and 22 per cent are females.

* the average annual household income of participants is $12,700.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Judo/Karate is not included.

HIGHLIGHTS-LACROSSE†

* out of 73 activities, lacrosse ranked 56th in popularity.

* in the population of 6,145,000 individuals, 88,000 persons participated.

* the average age of the participants is 19 years.

* 88 per cent of the participants are males and 12 per cent are females.

* the average annual household income of participants is $11,900.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Lacrosse is not included.

HIGHLIGHTS-LAWN BOWLING†

* out of 73 activities, lawn bowling ranked 69th in popularity.

* in the population of 6,145,000 individuals, 31,000 persons participated.

* the average age of the participants is 45 years.

* 46 per cent of the participants are males and 54 per cent are females.

* the average annual household income of participants is $11,300.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Lawn Bowling is not included.

HIGHLIGHTS-MOTOR BOATING

* out of 73 activities, motor boating ranked 13th in popularity.

* in the population of 6,145,000 individuals, 2,024,000 persons participated.

* the average age of the participants is 33 years.

* 55 per cent of the participants are males and 45 per cent are females.

* the average annual household income of participants is $12,000.

PROFILE OF MOTOR BOATERS

Demographic Characteristics		%
Sex	male	54.8
	female	45.2
		100.0
Marital Status	married	60.7
	single	35.1
	other	4.3
		100.0
Age	12 - 19	24.7
	20 - 34	35.6
	35 - 49	22.6
	50 - 64	13.6
	65+	3.6
		100.0
Education	less than grade 5	0.9
	grades 5-8	18.4
	grades 9-13	66.1
	some university	7.4
	university degree(s)	7.2
		100.0
Income	under 3,000	1.7
	3,000 - 5,999	5.8
	6,000 - 9,999	13.7
	10,000 - 11,999	12.4
	12,000 - 14,999	17.7
	15,000 - 19,999	14.7
	20,000 - 24,999	8.8
	over 25,000	7.6
	refused/unknown	17.6
		100.0
Employment	employed	48.8
	student	23.6
	housewife	17.3
	retired	3.2
	other	7.0
		100.0

HIGHLIGHTS-MOUNTAIN CLIMBING†

* out of 73 activities, mountain climbing ranked 61st in popularity.

* in the population of 6,145,000 individuals, 60,000 persons participated.

* the average age of the participants is 29 years.

* 58 per cent of the participants are males and 42 per cent are females.

* the average annual household income of participants is $13,200.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Mountain Climbing is not included.

HIGHLIGHTS-PICNICKING

* out of 73 activities, picnicking ranked 3rd in popularity.

* in the population of 6,145,000 individuals, 3,678,000 persons participated.

* the average age of the participants is 35 years.

* 48 per cent of the participants are males and 52 per cent are females.

* the average annual household income of participants is $10,700.

PROFILE OF PICNICKERS

Demographic Characteristics		%
Sex	male	47.9
	female	52.1
		100.0
Marital Status	married	62.9
	single	31.4
	other	5.7
		100.0
Age	12 - 19	22.5
	20 - 34	33.6
	35 - 49	23.7
	50 - 64	13.7
	65+	6.5
		100.0
Education	less than grade 5	2.4
	grades 5-8	22.8
	grades 9-13	61.8
	some university	6.4
	university degree(s)	6.6
		100.0
Income	under 3,000	2.3
	3,000 - 5,999	7.3
	6,000 - 9,999	16.9
	10,000 - 11,999	13.1
	12,000 - 14,999	16.0
	15,000 - 19,999	13.2
	20,000 - 24,999	6.9
	over 25,000	5.1
	refused/unknown	19.1
		100.0
Employment	employed	45.6
	student	21.1
	housewife	22.4
	retired	4.3
	other	6.6
		100.0

HIGHLIGHTS-RECREATIONAL BICYCLING

* out of 73 activities, recreational bicycling ranked 15th in popularity.

* in the population of 6,145,000 individuals, 1,960,000 persons participated.

* the average age of the participants is 25 years.

* 50 per cent of the participants are males and 50 per cent are females.

* the average annual household income of participants is $11,000.

PROFILE OF RECREATIONAL BICYCLISTS

Demographic Characteristics		%
Sex	male	50.3
	female	49.7
		100.0
Marital Status	married	38.4
	single	60.0
	other	1.6
		100.0
Age	12 - 19	48.8
	20 - 34	31.1
	35 - 49	15.2
	50 - 64	4.3
	65+	0.5
		100.0
Education	less than grade 5	0.7
	grades 5-8	24.6
	grades 9-13	59.2
	some university	8.6
	university degree(s)	7.0
		100.0
Income	under 3,000	1.3
	3,000 - 5,999	4.9
	6,000 - 9,999	14.7
	10,000 - 11,999	11.6
	12,000 - 14,999	17.0
	15,000 - 19,999	13.6
	20,000 - 24,999	7.7
	over 25,000	6.2
	refused/unknown	22.9
		100.0
Employment	employed	34.7
	student	46.7
	housewife	12.5
	retired	0.5
	other	5.6
		100.0

HIGHLIGHTS-RECREATIONAL DRIVING

* out of 73 activities, recreational driving ranked 2nd in popularity.

* in the population of 6,145,000 individuals, 3,969,000 persons participated.

* the average age of the participants is 37 years.

* 50 per cent of the participants are males and 50 per cent are females.

* the average annual household income of participants is $10,700.

PROFILE OF RECREATIONAL DRIVERS

Demographic Characteristics		%
Sex	male	49.5
	female	50.5
		100.0
Marital Status	married	65.3
	single	28.3
	other	6.5
		100.0
Age	12 - 19	18.4
	20 - 34	33.5
	35 - 49	23.0
	50 - 64	16.5
	65+	8.6
		100.0
Education	less than grade 5	1.7
	grades 5-8	22.0
	grades 9-13	63.1
	some university	6.6
	university degree(s)	6.7
		100.0
Income	under 3,000	2.7
	3,000 - 5,999	7.6
	6,000 - 9,999	16.5
	10,000 - 11,999	12.7
	12,000 - 14,999	15.9
	15,000 - 19,999	13.5
	20,000 - 24,999	7.5
	over 25,000	4.7
	refused/unknown	18.8
		100.0
Employment	employed	47.6
	student	16.9
	housewife	23.4
	retired	5.4
	other	6.8
		100.0

HIGHLIGHTS-RECREATIONAL FLYING/SKY DIVING†

* out of 73 activities, recreational flying/sky diving ranked 62nd in popularity.

* in the population of 6,145,000 individuals, 59,000 persons participated.

* the average age of the participants is 34 years.

* 80 per cent of the participants are males and 20 per cent are females.

* the average annual household income of participants is $14,000.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Recreational Flying/Sky Diving is not included.

HIGHLIGHTS-RECREATIONAL MOTORCYCLING

* out of 73 activities, recreational motorcycling ranked 42nd in popularity.

* in the population of 6,145,000 individuals, 326,000 persons participated.

* the average age of the participants is 22 years.

* 62 per cent of the participants are males and 38 per cent are females.

* the average annual household income of participants is $11,200.

PROFILE OF RECREATIONAL MOTORCYCLISTS

Demographic Characteristics		%
Sex	male	61.6
	female	38.4
		100.0
Marital Status	married	29.1
	single	68.5
	other	2.4
		100.0
Age	12 - 19	49.6
	20 - 34	42.4
	35 - 49	5.9
	50 - 64	2.0
	65+	0.1
		100.0
Education	less than grade 5	0.0
	grades 5-8	17.7
	grades 9-13	66.9
	some university	12.2
	university degree(s)	3.3
		100.0
Income	under 3,000	1.9
	3,000 - 5,999	5.7
	6,000 - 9,999	15.0
	10,000 - 11,999	10.5
	12,000 - 14,999	18.4
	15,000 - 19,999	11.8
	20,000 - 24,999	7.5
	over 25,000	7.8
	refused/unknown	21.4
		100.0
Employment	employed	47.3
	student	40.1
	housewife	4.4
	retired	0.1
	other	8.0
		100.0

HIGHLIGHTS-RECREATIONAL SNOWMOBILING

* out of 73 activities, recreational snowmobiling ranked 22nd in popularity.

* in the population of 6,145,000 individuals, 1,108,000 persons participated.

* the average age of the participants is 28 years.

* 56 per cent of the participants are males and 44 per cent are females.

* the average annual household income of participants is $12,100.

PROFILE OF RECREATIONAL SNOWMOBILERS

Demographic Characteristics		%
Sex	male	56.0
	female	44.0
		100.0
Marital Status	married	52.1
	single	45.4
	other	2.5
		100.0
Age	12 - 19	35.8
	20 - 34	35.8
	35 - 49	20.2
	50 - 64	7.5
	65+	0.8
		100.0
Education	less than grade 5	0.5
	grades 5-8	23.1
	grades 9-13	67.6
	some university	5.4
	university degree(s)	3.4
		100.0
Income	under 3,000	1.3
	3,000 - 5,999	5.9
	6,000 - 9,999	14.8
	10,000 - 11,999	12.3
	12,000 - 14,999	17.2
	15,000 - 19,999	15.7
	20,000 - 24,999	8.5
	over 25,000	7.6
	refused/unknown	16.7
		100.0
Employment	employed	45.8
	student	31.3
	housewife	15.4
	retired	1.2
	other	6.3
		100.0

HIGHLIGHTS-RECREATIONAL TRAIL-BIKING

* out of 73 activities, recreational trail-biking ranked 46th in popularity.

* in the population of 6,145,000 individuals, 273,000 persons participated.

* the average age of the participants is 21 years.

* 69 per cent of the participants are males and 31 per cent are females.

* the average annual household income of participants is $10,900.

PROFILE OF RECREATIONAL TRAIL-BIKE RIDERS

Demographic Characteristics		%
Sex	male	69.0
	female	31.0
		100.0
Marital Status	married	22.6
	single	75.9
	other	1.6
		100.0
Age	12 - 19	63.8
	20 - 34	26.1
	35 - 49	7.5
	50 - 64	2.5
	65+	0.1
		100.0
Education	less than grade 5	0.7
	grades 5-8	28.7
	grades 9-13	60.8
	some university	7.8
	university degree(s)	1.9
		100.0
Income	under 3,000	1.0
	3,000 - 5,999	6.3
	6,000 - 9,999	16.2
	10,000 - 11,999	8.9
	12,000 - 14,999	16.5
	15,000 - 19,999	16.1
	20,000 - 24,999	7.6
	over 25,000	5.2
	refused/unknown	22.2
		100.0
Employment	employed	29.4
	student	60.1
	housewife	4.6
	retired	0.0
	other	5.8
		100.0

HIGHLIGHTS-RECREATIONAL WALKING

* out of 73 activities, recreational walking ranked 5th in popularity.

* in the population of 6,145,000 individuals, 3,390,000 persons participated.

* the average age of the participants is 35 years.

* 46 per cent of the participants are males and 54 per cent are females.

* the average annual household income of participants is $10,300.

PROFILE OF RECREATIONAL WALKERS

Demographic Characteristics		%
Sex	male	45.8
	female	54.2
		100.0
Marital Status	married	59.1
	single	34.4
	other	6.6
		100.0
Age	12 - 19	24.2
	20 - 34	31.8
	35 - 49	20.4
	50 - 64	14.2
	65+	9.3
		100.0
Education	less than grade 5	2.9
	grades 5-8	23.7
	grades 9-13	58.9
	some university	6.7
	university degree(s)	7.8
		100.0
Income	under 3,000	3.2
	3,000 - 5,999	8.0
	6,000 - 9,999	16.4
	10,000 - 11,999	12.0
	12,000 - 14,999	15.0
	15,000 - 19,999	12.5
	20,000 - 24,999	7.3
	over 25,000	4.7
	refused/unknown	20.9
		100.0
Employment	employed	41.0
	student	22.7
	housewife	22.9
	retired	6.4
	other	7.0
		100.0

HIGHLIGHTS-ROLLER SKATING

* out of 73 activities, roller skating ranked 43rd in popularity.

* in the population of 6,145,000 individuals, 312,000 persons participated.

* the average age of the participants is 20 years.

* 49 per cent of the participants are males and 51 per cent are females.

* the average annual household income of participants is $11,100.

PROFILE OF ROLLER SKATERS

Demographic Characteristics		%
Sex	male	48.7
	female	51.3
		100.0
Marital Status	married	18.5
	single	79.3
	other	2.1
		100.0
Age	12 - 19	66.9
	20 - 34	26.9
	35 - 49	4.4
	50 - 64	1.5
	65+	0.3
		100.0
Education	less than grade 5	0.3
	grades 5-8	26.0
	grades 9-13	66.4
	some university	4.5
	university degree(s)	2.8
		100.0
Income	under 3,000	2.6
	3,000 - 5,999	4.3
	6,000 - 9,999	12.2
	10,000 - 11,999	11.2
	12,000 - 14,999	19.9
	15,000 - 19,999	15.0
	20,000 - 24,999	6.9
	over 25,000	6.1
	refused/unknown	21.8
		100.0
Employment	employed	32.1
	student	56.3
	housewife	3.8
	retired	0.5
	other	7.3
		100.0

HIGHLIGHTS-RUGGER†

* out of 73 activities, rugger ranked 59th in popularity.

* in the population of 6,145,000 individuals, 64,000 persons participated.

* the average age of the participants is 18 years.

* 88 per cent of the participants are males and 12 per cent are females.

* the average annual household income of participants is $11,900.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Rugger is not included.

HIGHLIGHTS-SAILING

* out of 73 activities, sailing ranked 41st in popularity.

* in the population of 6,145,000 individuals, 385,000 persons participated.

* the average age of the participants is 30 years.

* 59 per cent of the participants are males and 41 per cent are females.

* the average annual household income of participants is $14,500.

PROFILE OF SAILORS

Demographic Characteristics		%
Sex	male	58.6
	female	41.4
		100.0
Marital Status	married	52.3
	single	44.3
	other	3.4
		100.0
Age	12 - 19	29.3
	20 - 34	38.8
	35 - 49	19.8
	50 - 64	9.8
	65+	2.2
		100.0
Education	less than grade 5	0.9
	grades 5-8	13.1
	grades 9-13	54.3
	some university	12.8
	university degree(s)	18.8
		100.0
Income	under 3,000	1.5
	3,000 - 5,999	3.8
	6,000 - 9,999	6.9
	10,000 - 11,999	8.0
	12,000 - 14,999	15.1
	15,000 - 19,999	15.8
	20,000 - 24,999	15.6
	over 25,000	15.3
	refused/unknown	18.2
		100.0
Employment	employed	51.5
	student	29.3
	housewife	10.4
	retired	3.2
	other	5.6
		100.0

HIGHLIGHTS-SKIN/SCUBA DIVING

* out of 73 activities, skin/scuba diving ranked 52nd in popularity.

* in the population of 6,145,000 individuals, 176,000 persons participated.

* the average age of the participants is 24 years.

* 75 per cent of the participants are males and 25 per cent are females.

* the average annual household income of participants is $13,000.

PROFILE OF SKIN/SCUBA DIVERS

Demographic Characteristics		%
Sex	male	74.9
	female	25.1
		100.0
Marital Status	married	35.1
	single	64.4
	other	0.5
		100.0
Age	12 - 19	44.3
	20 - 34	41.3
	35 - 49	11.1
	50 - 64	3.4
	65+	0.0
		100.0
Education	less than grade 5	0.0
	grades 5-8	14.3
	grades 9-13	54.4
	some university	15.7
	university degree(s)	15.5
		100.0
Income	under 3,000	1.6
	3,000 - 5,999	2.9
	6,000 - 9,999	6.3
	10,000 - 11,999	8.9
	12,000 - 14,999	19.2
	15,000 - 19,999	15.5
	20,000 - 24,999	8.3
	over 25,000	13.9
	refused/unknown	23.4
		100.0
Employment	employed	44.9
	student	46.9
	housewife	2.6
	retired	0.0
	other	5.6
		100.0

HIGHLIGHTS-SMALL GAME HUNTING

* out of 73 activities, small game hunting ranked 36th in popularity.

* in the population of 6,145,000 individuals, 563,000 persons participated.

* the average age of the participants is 31 years.

* 91 per cent of the participants are males and 9 per cent are females.

* the average annual household income of participants is $12,100.

PROFILE OF SMALL GAME HUNTERS

Demographic Characteristics		%
Sex	male	90.6
	female	9.4
		100.0
Marital Status	married	57.3
	single	39.8
	other	2.8
		100.0
Age	12 - 19	28.0
	20 - 34	38.4
	35 - 49	20.8
	50 - 64	10.3
	65+	2.5
		100.0
Education	less than grade 5	1.5
	grades 5-8	23.5
	grades 9-13	66.2
	some university	5.6
	university degree(s)	3.2
		100.0
Income	under 3,000	2.9
	3,000 - 5,999	6.4
	6,000 - 9,999	15.4
	10,000 - 11,999	13.4
	12,000 - 14,999	17.7
	15,000 - 19,999	16.8
	20,000 - 24,999	7.1
	over 25,000	7.1
	refused/unknown	13.2
		100.0
Employment	employed	63.6
	student	21.8
	housewife	3.9
	retired	2.8
	other	8.0
		100.0

HIGHLIGHTS-SNOWSHOEING

* out of 73 activities, snowshoeing ranked 47th in popularity.

* in the population of 6,145,000 individuals, 268,000 persons participated.

* the average age of the participants is 28 years.

* 65 per cent of the participants are males and 35 per cent are females.

* the average annual household income of participants is $11,900.

PROFILE OF SNOWSHOERS

Demographic Characteristics		%
Sex	male	65.4
	female	34.6
		100.0
Marital Status	married	43.4
	single	52.5
	other	4.0
		100.0
Age	12 - 19	42.9
	20 - 34	29.1
	35 - 49	17.1
	50 - 64	8.2
	65+	2.8
		100.0
Education	less than grade 5	1.5
	grades 5-8	22.3
	grades 9-13	53.3
	some university	11.7
	university degree(s)	11.3
		100.0
Income	under 3,000	3.6
	3,000 - 5,999	4.0
	6,000 - 9,999	16.3
	10,000 - 11,999	10.1
	12,000 - 14,999	16.8
	15,000 - 19,999	15.7
	20,000 - 24,999	9.3
	over 25,000	7.0
	refused/unknown	17.2
		100.0
Employment	employed	39.6
	student	41.1
	housewife	8.2
	retired	3.5
	other	7.6
		100.0

HIGHLIGHTS-SOCCER

* out of 73 activities, soccer ranked 38th in popularity.

* in the population of 6,145,000 individuals, 518,000 persons participated.

* the average age of the participants is 20 years.

* 79 per cent of the participants are males and 21 per cent are females.

* the average annual household income of participants is $10,700.

PROFILE OF SOCCER PLAYERS

Demographic Characteristics		%
Sex	male	79.3
	female	20.7
		100.0
Marital Status	married	23.8
	single	76.0
	other	0.2
		100.0
Age	12 - 19	67.2
	20 - 34	21.6
	35 - 49	9.6
	50 - 64	1.6
	65+	0.0
		100.0
Education	less than grade 5	1.6
	grades 5-8	37.8
	grades 9-13	50.4
	some university	5.3
	university degree(s)	4.9
		100.0
Income	under 3,000	1.1
	3,000 - 5,999	5.2
	6,000 - 9,999	16.7
	10,000 - 11,999	11.8
	12,000 - 14,999	16.4
	15,000 - 19,999	15.2
	20,000 - 24,999	7.8
	over 25,000	4.0
	refused/unknown	21.7
		100.0
Employment	employed	27.0
	student	66.5
	housewife	1.0
	retired	0.0
	other	5.5
		100.0

HIGHLIGHTS-SPORTS CAR RACING†

* out of 73 activities, sports car racing ranked 72nd in popularity.

* in the population of 6,145,000 individuals, 24,000 persons participated.

* the average age of the participants is 26 years.

* 74 per cent of the participants are males and 26 per cent are females.

* the average annual household income of participants is $14,100.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Sports Car Racing is not included.

HIGHLIGHTS-SQUASH†

* out of 73 activities, squash ranked 63rd in popularity.

* in the population of 6,145,000 individuals, 56,000 persons participated.

* the average age of the participants is 28 years

* 74 per cent of the participants are males and 26 per cent are females.

* the average annual household income of participants is $16,300.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Squash is not included.

HIGHLIGHTS-STOCK CAR/DRAG RACING†

* out of 73 activities, stock car/drag racing ranked 68th in popularity.

* in the population of 6,145,000 individuals, 37,000 persons participated.

* the average age of the participants is 26 years.

* 71 per cent of the participants are males and 29 per cent are females.

* the average annual household income of participants is $12,500.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Stock Car/Drag Racing is not included.

HIGHLIGHTS-STRENGTH SPORTS

* out of 73 activities, strength sports ranked 54th in popularity.

* in the population of 6,145,000 individuals, 151,000 persons participated.

* the average age of the participants is 23 years.

* 87 per cent of the participants are males and 13 per cent are females.

* the average annual household income of participants is $12,400.

PROFILE OF PARTICIPANTS OF STRENGTH SPORTS

Demographic Characteristics		%
Sex	male	87.2
	female	12.8
		100.0
Marital Status	married	38.5
	single	60.9
	other	0.6
		100.0
Age	12 - 19	45.5
	20 - 34	42.5
	35 - 49	10.0
	50 - 64	2.0
	65+	0.0
		100.0
Education	less than grade 5	0.0
	grades 5-8	18.6
	grades 9-13	63.4
	some university	11.8
	university degree(s)	6.2
		100.0
Income	under 3,000	0.5
	3,000 - 5,999	5.2
	6,000 - 9,999	16.4
	10,000 - 11,999	13.8
	12,000 - 14,999	20.0
	15,000 - 19,999	10.6
	20,000 - 24,999	10.7
	over 25,000	8.0
	refused/unknown	14.7
		100.0
Employment	employed	47.2
	student	42.8
	housewife	3.8
	retired	0.0
	other	6.3
		100.0

HIGHLIGHTS-SWIMMING

* out of 73 activities, swimming ranked 1st in popularity.

* in the population of 6,145,000 individuals, 4,070,000 persons participated.

* the average age of the participants is 31 years.

* 52 per cent of the participants are males and 48 per cent are females.

* the average annual household income of participants is $11,400.

PROFILE OF SWIMMERS

Demographic Characteristics		%
Sex	male	51.6
	female	48.4
		100.0
Marital Status	married	58.7
	single	38.0
	other	3.3
		100.0
Age	12 - 19	27.8
	20 - 34	35.8
	35 - 49	22.5
	50 - 64	11.3
	65+	2.5
		100.0
Education	less than grade 5	0.9
	grades 5-8	19.9
	grades 9-13	64.4
	some university	7.5
	university degree(s)	7.4
		100.0
Income	under 3,000	1.5
	3,000 - 5,999	5.6
	6,000 - 9,999	15.0
	10,000 - 11,999	12.5
	12,000 - 14,999	17.4
	15,000 - 19,999	14.2
	20,000 - 24,999	8.4
	over 25,000	6.2
	refused/unknown	19.2
		100.0
Employment	employed	46.7
	student	26.2
	housewife	18.5
	retired	2.1
	other	6.4
		100.0

HIGHLIGHTS-TENNIS

* out of 73 activities, tennis ranked 27th in popularity.

* in the population of 6,145,000 individuals, 783,000 persons participated.

* the average age of the participants is 24 years.

* 57 per cent of the participants are males and 43 per cent are females.

* the average annual household income of participants is $12,200.

PROFILE OF TENNIS PLAYERS

Demographic Characteristics		%
Sex	male	57.2
	female	42.8
		100.0
Marital Status	married	35.4
	single	63.3
	other	1.2
		100.0
Age	12 - 19	46.5
	20 - 34	37.8
	35 - 49	11.4
	50 - 64	4.0
	65+	0.3
		100.0
Education	less than grade 5	0.4
	grades 5-8	14.3
	grades 9-13	58.7
	some university	11.9
	university degree(s)	14.6
		100.0
Income	under 3,000	1.3
	3,000 - 5,999	3.2
	6,000 - 9,999	10.7
	10,000 - 11,999	10.9
	12,000 - 14,999	17.2
	15,000 - 19,999	15.2
	20,000 - 24,999	10.2
	over 25,000	9.1
	refused/unknown	22.2
		100.0
Employment	employed	39.5
	student	47.6
	housewife	7.1
	retired	0.3
	other	5.5
		100.0

HIGHLIGHTS-TOBOGGANING/SLEDDING

* out of 73 activities, tobogganing/sledding ranked 19th in popularity.

* in the population of 6,145,000 individuals, 1,359,000 persons participated.

* the average age of the participants is 24 years.

* 52 per cent of the participants are males and 48 per cent are females.

* the average annual household income of participants is $11,400.

PROFILE OF TOBOGGANERS/SLEDDERS

Demographic Characteristics		%
Sex	male	52.4
	female	47.6
		100.0
Marital Status	married	41.0
	single	57.5
	other	1.5
		100.0
Age	12 - 19	48.4
	20 - 34	34.2
	35 - 49	14.8
	50 - 64	2.4
	65+	0.2
		100.0
Education	less than grade 5	0.3
	grades 5-8	26.3
	grades 9-13	60.1
	some university	6.4
	university degree(s)	6.9
		100.0
Income	under 3,000	0.9
	3,000 - 5,999	4.8
	6,000 - 9,999	15.3
	10,000 - 11,999	13.4
	12,000 - 14,999	17.5
	15,000 - 19,999	14.5
	20,000 - 24,999	8.1
	over 25,000	5.8
	refused/unknown	19.7
		100.0
Employment	employed	34.0
	student	46.7
	housewife	13.0
	retired	0.4
	other	6.0
		100.0

HIGHLIGHTS-TRACK AND FIELD

* out of 73 activities, track and field ranked 49th in popularity.

* in the population of 6,145,000 individuals, 230,000 persons participated.

* the average age of the participants is 17 years.

* 63 per cent of the participants are males and 37 per cent are females.

* the average annual household income of participants is $11,500.

PROFILE OF PARTICIPANTS OF TRACK AND FIELD

Demographic Characteristics		%
Sex	male	62.5
	female	37.5
		100.0
Marital Status	married	11.8
	single	88.1
	other	0.2
		100.0
Age	12 - 19	81.6
	20 - 34	15.4
	35 - 49	3.1
	50 - 64	0.0
	65+	0.0
		100.0
Education	less than grade 5	0.1
	grades 5-8	48.1
	grades 9-13	42.6
	some university	3.5
	university degree(s)	5.7
		100.0
Income	under 3,000	0.1
	3,000 - 5,999	3.9
	6,000 - 9,999	15.3
	10,000 - 11,999	11.7
	12,000 - 14,999	15.5
	15,000 - 19,999	15.8
	20,000 - 24,999	7.8
	over 25,000	7.4
	refused/unknown	22.6
		100.0
Employment	employed	15.8
	student	79.7
	housewife	0.8
	retired	0.0
	other	3.7
		100.0

HIGHLIGHTS-TRAP/SKEET SHOOTING†

* out of 73 activities, trap/skeet shooting ranked 58th in popularity.

* in the population of 6,145,000 individuals, 74,000 persons participated.

* the average age of the participants is 31 years.

* 90 per cent of the participants are males and 10 per cent are females.

* the average annual household income of participants is $14,000.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Trap/Skeet Shooting is not included.

HIGHLIGHTS-VIEW/COLLECT ROCKS

* out of 73 activities, view/collect rocks ranked 37th in popularity.

* in the population of 6,145,000 individuals, 555,000 persons participated.

* the average age of the participants is 33 years.

* 45 per cent of the participants are males and 55 per cent are females.

* the average annual household income of participants is $11,700.

PROFILE OF VIEWERS/COLLECTORS OF ROCKS

Demographic Characteristics		%
Sex	male	45.3
	female	54.7
		100.0
Marital Status	married	57.2
	single	38.2
	other	4.6
		100.0
Age	12 - 19	30.4
	20 - 34	28.2
	35 - 49	23.0
	50 - 64	14.1
	65+	4.3
		100.0
Education	less than grade 5	1.0
	grades 5-8	22.2
	grades 9-13	57.0
	some university	9.6
	university degree(s)	10.2
		100.0
Income	under 3,000	2.2
	3,000 - 5,999	5.4
	6,000 - 9,999	16.8
	10,000 - 11,999	11.6
	12,000 - 14,999	19.5
	15,000 - 19,999	16.7
	20,000 - 24,999	7.7
	over 25,000	5.2
	refused/unknown	15.1
		100.0
Employment	employed	41.2
	student	31.4
	housewife	19.0
	retired	2.7
	other	5.8
		100.0

HIGHLIGHTS-VIEW/PHOTOGRAPH BIRDS, ETC.

* out of 73 activities, view/photograph birds, etc. ranked 25th in popularity.

* in the population of 6,145,000 individuals, 848,000 persons participated.

* the average age of the participants is 34 years.

* 50 per cent of the participants are males and 50 per cent are females.

* the average annual household income of participants is $12,000.

PROFILE OF VIEWERS/PHOTOGRAPHERS OF BIRDS, ETC.

Demographic Characteristics		%
Sex	male	49.5
	female	50.5
		100.0
Marital Status	married	62.8
	single	33.2
	other	4.0
		100.0
Age	12 - 19	23.0
	20 - 34	34.6
	35 - 49	22.8
	50 - 64	14.8
	65+	4.8
		100.0
Education	less than grade 5	0.6
	grades 5-8	18.0
	grades 9-13	61.5
	some university	10.3
	university degree(s)	9.5
		100.0
Income	under 3,000	1.7
	3,000 - 5,999	6.3
	6,000 - 9,999	16.8
	10,000 - 11,999	12.9
	12,000 - 14,999	17.2
	15,000 - 19,999	15.0
	20,000 - 24,999	7.9
	over 25,000	7.4
	refused/unknown	14.7
		100.0
Employment	employed	46.6
	student	23.1
	housewife	19.2
	retired	4.5
	other	6.5
		100.0

HIGHLIGHTS-VIEW/PHOTOGRAPH PLANTS

* out of 73 activities, view/photograph plants ranked 30th in popularity.

* in the population of 6,145,000 individuals, 676,000 persons participated.

* the average age of the participants is 35 years.

* 44 per cent of the participants are males and 56 per cent are females.

* the average annual household income of participants is $11,300.

PROFILE OF VIEWERS/PHOTOGRAPHERS OF PLANTS

Demographic Characteristics		%
Sex	male	44.4
	female	55.6
		100.0
Marital Status	married	61.4
	single	33.8
	other	4.8
		100.0
Age	12 - 19	22.9
	20 - 34	32.4
	35 - 49	21.9
	50 - 64	16.9
	65+	5.8
		100.0
Education	less than grade 5	0.7
	grades 5-8	20.8
	grades 9-13	57.2
	some university	10.2
	university degree(s)	11.0
		100.0
Income	under 3,000	1.5
	3,000 - 5,999	6.7
	6,000 - 9,999	15.5
	10,000 - 11,999	12.9
	12,000 - 14,999	17.0
	15,000 - 19,999	15.9
	20,000 - 24,999	8.0
	over 25,000	4.9
	refused/unknown	17.5
		100.0
Employment	employed	42.6
	student	24.3
	housewife	21.0
	retired	4.3
	other	7.8
		100.0

HIGHLIGHTS-VISITING HISTORIC SITE

* out of 73 activities, visiting historic sites ranked 11th in popularity.

* in the population of 6,145,000 individuals, 2,229,000 persons participated.

* the average age of the participants is 34 years.

* 50 per cent of the participants are males and 50 per cent are females.

* the average annual household income of participants is $11,400.

PROFILE OF VISITORS OF HISTORIC SITES

Demographic Characteristics		%
Sex	male	50.4
	female	49.6
		100.0
Marital Status	married	61.1
	single	34.4
	other	4.5
		100.0
Age	12 - 19	24.1
	20 - 34	32.1
	35 - 49	23.5
	50 - 64	14.8
	65+	5.6
		100.0
Education	less than grade 5	1.1
	grades 5-8	19.7
	grades 9-13	61.5
	some university	8.6
	university degree(s)	9.1
		100.0
Income	under 3,000	2.0
	3,000 - 5,999	6.0
	6,000 - 9,999	15.1
	10,000 - 11,999	11.9
	12,000 - 14,999	16.0
	15,000 - 19,999	15.2
	20,000 - 24,999	8.6
	over 25,000	6.0
	refused/unknown	19.2
		100.0
Employment	employed	45.5
	student	23.3
	housewife	19.7
	retired	4.4
	other	7.0
		100.0

HIGHLIGHTS-VISITING MUSEUM/ART GALLERY

* out of 73 activities, visiting museum/art gallery ranked 10th in popularity.

* in the population of 6,145,000 individuals, 2,301,000 persons participated.

* the average age of the participants is 34 years.

* 48 per cent of the participants are males and 52 per cent are females.

* the average annual household income of participants is $11,300.

PROFILE OF VISITORS OF MUSEUMS/ART GALLERIES

Demographic Characteristics		%
Sex	male	48.3
	female	51.7
		100.0
Marital Status	married	57.2
	single	37.6
	other	5.2
		100.0
Age	12 - 19	25.8
	20 - 34	32.9
	35 - 49	21.6
	50 - 64	13.9
	65+	5.9
		100.0
Education	less than grade 5	1.3
	grades 5-8	20.2
	grades 9-13	59.0
	some university	9.0
	university degree(s)	10.5
		100.0
Income	under 3,000	1.9
	3,000 - 5,999	6.4
	6,000 - 9,999	15.0
	10,000 - 11,999	12.1
	12,000 - 14,999	14.9
	15,000 - 19,999	13.8
	20,000 - 24,999	9.1
	over 25,000	6.6
	refused/unknown	20.2
		100.0
Employment	employed	44.4
	student	25.5
	housewife	19.3
	retired	4.1
	other	6.6
		100.0

HIGHLIGHTS-VISITING NATURE DISPLAYS

* out of 73 activities, visiting nature displays ranked 16th in popularity.

* in the population of 6,145,000 individuals, 1,885,000 persons participated.

* the average age of the participants is 34 years.

* 48 per cent of the participants are males and 52 per cent are females.

* the average annual household income of participants is $11,500.

PROFILE OF VISITORS OF NATURE DISPLAYS

Demographic Characteristics		%
Sex	male	48.4
	female	51.6
		100.0
Marital Status	married	63.7
	single	31.3
	other	5.1
		100.0
Age	12 - 19	21.9
	20 - 34	35.4
	35 - 49	24.0
	50 - 64	14.2
	65+	4.6
		100.0
Education	less than grade 5	0.8
	grades 5-8	19.4
	grades 9-13	63.8
	some university	7.6
	university degree(s)	8.5
		100.0
Income	under 3,000	2.4
	3,000 - 5,999	5.7
	6,000 - 9,999	16.2
	10,000 - 11,999	13.3
	12,000 - 14,999	17.2
	15,000 - 19,999	15.3
	20,000 - 24,999	8.2
	over 25,000	5.2
	refused/unknown	16.5
		100.0
Employment	employed	46.7
	student	21.2
	housewife	22.0
	retired	3.1
	other	7.0
		100.0

HIGHLIGHTS-VISITING COTTAGE/CHALET

* out of 73 activities, visiting cottage/chalet ranked 7th in popularity.

* in the population of 6,145,000 individuals, 2,855,000 persons participated.

* the average age of the participants is 36 years.

* 50 per cent of the participants are males and 50 per cent are females.

* the average annual household income of participants is $11,700.

PROFILE OF VISITORS OF COTTAGE/CHALET

Demographic Characteristics		%
Sex	male	50.3
	female	49.7
		100.0
Marital Status	married	63.1
	single	31.9
	other	5.1
		100.0
Age	12 - 19	21.4
	20 - 34	33.0
	35 - 49	22.8
	50 - 64	16.3
	65+	6.6
		100.0
Education	less than grade 5	1.0
	grades 5-8	18.8
	grades 9-13	63.7
	some university	7.9
	university degree(s)	8.6
		100.0
Income	under 3,000	2.0
	3,000 - 5,999	6.0
	6,000 - 9,999	14.2
	10,000 - 11,999	11.6
	12,000 - 14,999	17.7
	15,000 - 19,999	15.2
	20,000 - 24,999	8.4
	over 25,000	6.9
	refused/unknown	18.0
		100.0
Employment	employed	47.1
	student	20.6
	housewife	21.2
	retired	4.9
	other	6.3
		100.0

HIGHLIGHTS-VISITING ZOO/BOTANICAL GARDEN

* out of 73 activities, visiting zoo/botanical garden ranked 12th in popularity.

* in the population of 6,145,000 individuals, 2,162,000 persons participated.

* the average age of the participants is 36 years.

* 47 per cent of the participants are males and 53 per cent are females.

* the average annual household income of participants is $11,100.

PROFILE OF VISITORS OF ZOO/BOTANICAL GARDEN

Demographic Characteristics		%
Sex	male	46.6
	female	53.4
		100.0
Marital Status	married	66.9
	single	27.7
	other	5.4
		100.0
Age	12 - 19	17.8
	20 - 34	37.3
	35 - 49	23.8
	50 - 64	15.0
	65+	6.0
		100.0
Education	less than grade 5	1.8
	grades 5-8	19.2
	grades 9-13	63.3
	some university	7.1
	university degree(s)	8.6
		100.0
Income	under 3,000	2.2
	3,000 - 5,999	5.9
	6,000 - 9,999	16.3
	10,000 - 11,999	13.9
	12,000 - 14,999	16.5
	15,000 - 19,999	13.8
	20,000 - 24,999	7.9
	over 25,000	5.1
	refused/unknown	18.3
		100.0
Employment	employed	47.0
	student	17.3
	housewife	24.4
	retired	4.5
	other	6.7
		100.0

HIGHLIGHTS-VOLLEYBALL

* out of 73 activities, volleyball ranked 35th in popularity.

* in the population of 6,145,000 individuals, 619,000 persons participated.

* the average age of the participants is 20 years.

* 47 per cent of the participants are males and 53 per cent are females.

* the average annual household income of participants is $11,200.

PROFILE OF VOLLEYBALL PLAYERS

Demographic Characteristics		%
Sex	male	47.4
	female	52.6
		100.0
Marital Status	married	23.0
	single	76.3
	other	0.7
		100.0
Age	12 - 19	68.4
	20 - 34	22.2
	35 - 49	7.8
	50 - 64	1.6
	65+	0.1
		100.0
Education	less than grade 5	0.2
	grades 5-8	30.1
	grades 9-13	56.1
	some university	4.9
	university degree(s)	8.7
		100.0
Income	under 3,000	1.8
	3,000 - 5,999	6.3
	6,000 - 9,999	13.3
	10,000 - 11,999	10.0
	12,000 - 14,999	17.2
	15,000 - 19,999	16.0
	20,000 - 24,999	9.4
	over 25,000	4.8
	refused/unknown	21.1
		100.0
Employment	employed	23.8
	student	66.1
	housewife	4.7
	retired	0.1
	other	5.3
		100.0

HIGHLIGHTS-WATERFOWL HUNTING

* out of 73 activities, waterfowl hunting ranked 50th in popularity.

* in the population of 6,145,000 individuals, 226,000 persons participated.

* the average age of the participants is 32 years.

* 94 per cent of the participants are males and 6 per cent are females.

* the average annual household income of participants is $12,600.

PROFILE OF WATERFOWL HUNTERS

Demographic Characteristics		%
Sex	male	93.5
	female	6.5
		100.0
Marital Status	married	65.0
	single	33.5
	other	1.5
		100.0
Age	12 - 19	21.8
	20 - 34	40.8
	35 - 49	26.0
	50 - 64	8.4
	65+	3.1
		100.0
Education	less than grade 5	1.7
	grades 5-8	15.8
	grades 9-13	72.2
	some university	4.8
	university degree(s)	5.5
		100.0
Income	under 3,000	1.9
	3,000 - 5,999	6.6
	6,000 - 9,999	18.4
	10,000 - 11,999	11.9
	12,000 - 14,999	16.7
	15,000 - 19,999	17.3
	20,000 - 24,999	7.9
	over 25,000	8.0
	refused/unknown	11.2
		100.0
Employment	employed	66.8
	student	18.0
	housewife	1.6
	retired	3.0
	other	10.6
		100.0

HIGHLIGHTS-WATER POLO†

* out of 73 activities, water polo ranked 65th in popularity.

* in the population of 6,145,000 individuals, 53,000 persons participated.

* the average age of the participants is 20 years.

* 80 per cent of the participants are males and 20 per cent are females.

* the average annual household income of participants is $15,300.

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† Caution should be taken in interpreting these figures due to the low number of participants.

Due to the extremely small sample size the profile sheet for Water Polo is not included.

HIGHLIGHTS-WATER-SKIING

* out of 73 activities, water-skiing ranked 31st in popularity.

* in the population of 6,145,000 individuals, 658,000 persons participated.

* the average age of the participants is 25 years.

* 62 per cent of the participants are males and 38 per cent are females.

* the average annual household income of participants is $13,100.

PROFILE OF WATER-SKIERS

Demographic Characteristics		%
Sex	male	61.9
	female	38.1
		100.0
Marital Status	married	41.8
	single	56.0
	other	2.2
		100.0
Age	12 - 19	39.4
	20 - 34	42.2
	35 - 49	13.8
	50 - 64	3.9
	65+	0.7
		100.0
Education	less than grade 5	0.5
	grades 5-8	16.2
	grades 9-13	63.5
	some university	12.9
	university degree(s)	7.0
		100.0
Income	under 3,000	1.3
	3,000 - 5,999	3.2
	6,000 - 9,999	9.3
	10,000 - 11,999	10.6
	12,000 - 14,999	17.3
	15,000 - 19,999	14.4
	20,000 - 24,999	12.5
	over 25,000	11.2
	refused/unknown	20.2
		100.0
Employment	employed	46.5
	student	39.8
	housewife	7.6
	retired	0.7
	other	5.3
		100.0

APPENDIX A

DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

Demographic Characteristics		%
Sex	male	49.4
	female	50.6
Marital Status	married	62.9
	single	29.8
	other	7.3
Age	12 - 19	20.0
	20 - 34	29.8
	35 - 49	22.9
	50 - 64	17.1
	65+	10.2
Education	less than grade 5	2.8
	grades 5-8	24.9
	grades 9-13	60.1
	some university	6.0
	university degree(s)	6.1
Income	under $3,000	3.6
	$ 3,000 - $ 5,999	8.3
	$ 6,000 - $ 9,999	15.9
	$10,000 - $11,999	12.6
	$12,000 - $14,999	14.8
	$15,000 - $19,999	12.4
	$20,000 - $24,999	6.8
	over $25,000	5.1
	refused/unknown	20.5
Employment	employed	44.9
	student	18.6
	housewife	23.3
	retired	6.3
	other	6.8
Location	Ottawa	4.0
	St. Lawrence Area, Non-large Urban	5.3
	Kingston-Peterborough	1.7
	East Lake Ontario, Non-large Urban	4.6
	Western Lake Ontario, Large Urban	12.4
	Western Lake Ontario, Non-large Urban	9.2
	Metropolitan Toronto	21.8
	South-western Ontario, Large Urban	9.4
	South-western Ontario, Non-large Urban	10.3
	Georgian Bay Area	5.8
	Northern Ontario, Large Urban	4.2
	Northern Ontario, Non-large Urban	5.0

APPENDIX B

DEFINITIONS USED IN ONTARIO RECREATION SURVEY

1. STRATA*

For the purposes of the ONTARIO RECREATION SURVEY, the Province was divided into twelve strata, as follows:

OTTAWA (Large Urban)	City of Ottawa
ST. LAWRENCE AREA (Non-large Urban)	Counties of - Glengarry, Stormont, Dundas, Leeds, Grenville, Lanark, Prescott, Russell, and Regional Municipality of Ottawa-Carleton
KINGSTON-PETERBOROUGH (Large Urban)	Cities of Kingston and Peterborough
EAST LAKE ONTARIO (Non-large Urban)	Counties of - Renfrew, Frontenac, Lennox and Addington, Hastings, Peterborough, Northumberland, and Prince Edward
WESTERN LAKE ONTARIO (Large Urban)	Cities of - Mississauga, Burlington, Oakville, Guelph, Hamilton, Niagara Falls, St. Catharines, and Oshawa
WESTERN LAKE ONTARIO (Non-large Urban)	Durham, Peel, Halton, Wentworth, Ontario (Townships of Brock, Scott, Reach, Uxbridge, East Whitby, Pickering, Scugog), Wellington (Townships of Nichol, Pilkington, West Garafraxa, Guelph, Puslinch, Eramosa, Erin), and Regional Municipalities of Niagara and York
METROPOLITAN TORONTO (Large Urban)	Boroughs of Etobicoke, Scarborough, York, East York, North York and City of Toronto

* Name of Cities, Counties and Townships refer to boundaries that existed May 1, 1973.

SOUTH-WESTERN ONTARIO (Large Urban)	Cities of - Windsor, Sarnia, London, Kitchener-Waterloo, and Brantford
SOUTH-WESTERN ONTARIO (Non-large Urban)	Counties of - Essex, Kent, Lambton, Elgin, Middlesex, Huron, Perth, Oxford, Norfolk, Waterloo, Brant, and Haldimand
GEORGIAN BAY AREA (Non-large Urban)	Counties of - Bruce, Grey, Dufferin, Simcoe, Victoria, Haliburton, Parry Sound, Ontario (Townships of Rama, Mara, Thorah), Wellington (Townships of Minto, Arthur, West Luther, Maryborough, Peel), Regional Municipality of Muskoka, District of Nipissing (Townships of Airy, East Ferris, West Ferris, Bonfield, Calvin, Papineau, Chisholm and Improvement District of Cameron)
NORTHERN ONTARIO (Large Urban)	Cities of - Sault Ste. Marie, Sudbury, Thunder Bay, North Bay
NORTHERN ONTARIO (Non-large Urban)	District of - Algoma, Cochrane, Kenora, Rainy River, Sudbury, Thunder Bay, Timiskaming, Manitoulin, Nipissing (Townships of Caldwell, Field, Mattawan, Widdifield, Springer and Improvement District of Temagami)

2. RECREATIONAL ACTIVITIES

Participation in any of the following recreational activities done primarily for remuneration is excluded. Participation by students as part of a formal curriculum is also excluded.

SWIMMING	Participation in the act of swimming and/or wading. The water must be entered before this activity can occur.

RECREATIONAL BOATING*	The act of travelling over water by boat for recreational purposes other than fishing or water-skiing. Sub-activities include: a. Motor boating b. Canoeing c. Sailing d. Other boating (including kayaking and rowboating).
FISHING	The act of pursuing any legal game fish (on a non-commercial basis) with the anticipation of catching it.
WATER-SKIING	The act of being towed or towing a water-skier with the anticipation of being towed over a water surface by means of a power vehicle.
PICNICKING	The act of having a planned outdoor meal away from one's residence (temporary or permanent). Picnicking only occurs when a major purpose of the outing is to eat. It does not include eating while at a campsite. Neither does it include the case where a person while fishing, etc., eats out of doors unless that eating was the major purpose for the outing.
HUNTING	The act of pursuing any legal game bird or animal with the anticipation of bagging it. Hunting includes: a. Big game hunting - the hunting of moose, deer, black bear b. Small game hunting - the hunting of rabbit, hare, ptarmigan, pheasant, grouse, bobwhite, woodcock, raccoon, squirrel, ground hog, fox, crow

* Recreational purposes are not associated with work, school or shopping. Shopping includes both shopping for goods and services.

	c. Water fowl hunting - the hunting of ducks, geese, coots, rails, and gallinules.
SNOWSHOEING/CROSS-COUNTRY SKIING	The act of travelling for recreational* purposes across a snow and/or ice covered surface by means of: a. Snowshoes b. Cross-country skis.
DOWNHILL SKIING	The act of sliding down a snow or ice covered slope by means of "downhill skis".
RECREATIONAL DRIVING*	The act of travelling by motor vehicle (car or truck) in which the major purpose is to view natural (non-urban) landscape from a motor vehicle and not to get to or from school, work, or shopping.
RECREATIONAL CYCLING*	The act of travelling for recreational purposes on a: a. Bicycle b. Motorcycle c. Trail-bike.
RECREATIONAL SNOWMOBILING*	The act of travelling for recreational purposes on a snowmobile.
HIKING	The recreational act of travelling on foot for a considerable distance, usually through uneven countryside. Considerable physical exercise is associated with this activity.
RECREATIONAL WALKING*	The act of walking for recreational purposes other than hiking. Recreational walking as opposed to hiking is less strenuous and occurs on even surfaces or terrain.

* Recreational purposes are not associated with work, school or shopping. Shopping includes both shopping for goods and services.

ORGANIZED NATURE APPRECIATION	The act of: a. Visiting a zoo or botanical garden b. Visiting other nature displays or exhibits in parks (other than zoo or botanical gardens). c. Going on a guided nature tour.
PERSONAL NATURE APPRECIATION	The act of: a. Viewing or photographing species of birds, animals, insects or fish in their natural surroundings that is not done on guided tours. b. Viewing, photographing, sketching, painting or collecting species of plants in their natural surroundings that is not done on guided tours. c. Viewing, photographing, sketching, painting or collecting types of rocks in their natural surroundings that is not done on guided tours (rock collecting and carving is included here).
VISITING DEVELOPED HISTORIC SITES OR DISPLAYS	The act of attending an area containing original buildings, restorations or monuments of historical significance.
VISITING MUSEUMS OR ART GALLERIES	The act of visiting a building to observe artifacts (costumes, uniforms, historical books), natural historical displays of man and his culture both past and present, paintings, or sculptures. This may or may not include guided tours of the displays.
ATTENDING SPORTING EVENTS AS A SPECTATOR	The act of watching others participating in a sport requiring a recognized playing facility (an area designated and designed for playing a particular sporting event).

ATTENDING LIVE THEATRE OR MUSICAL PERFORMANCES	The act of visiting a designated place to see and/or hear live actors and/or musicians perform.
ATTENDING ANNUALLY SCHEDULED FAIRS, EXHIBITIONS, SPORTSMEN SHOWS, FESTIVALS, OR SIMILAR SPECIAL EVENTS	The type of event must be specified.
VISITING A PRIVATE NON-COMMERCIAL COTTAGE, CHALET, OR OTHER FORM OF SEASONAL RESIDENCE	
CAMPING	Sleeping overnight away from home in either a tent, tent trailer, travel trailer, pickup camper (camper back) or van.

Other Recreational Activities

GOLFING (Does not include driving ranges or miniature golf)

TENNIS

HORSEBACK RIDING

SKIN OR SCUBA DIVING

ICE SKATING

TOBOGGANING OR SLEDDING

CURLING

ICE HOCKEY

BASEBALL OR SOFTBALL

RUGGER

CRICKET

LACROSSE

VOLLEYBALL

WATER POLO

EQUESTRIAN SPORT

FIELD HOCKEY

BADMINTON

SQUASH

BOCCE

HANDBALL

ALLEY BOWLING

GYMNASTICS

FENCING

ROLLER SKATING

MOUNTAIN CLIMBING

SPORTS CAR RACING

CAR RALLYING

STOCK CAR OR DRAG STRIP RACING

RECREATIONAL FLYING, GLIDING OR SKY DIVING

ARCHERY

TRAP OR SKEET SHOOTING

FOOTBALL (CANADIAN)

SOCCER

BASKETBALL

LAWN BOWLING

TRACK AND FIELD

BOXING OR WRESTLING

JUDO OR KARATE

STRENGTH SPORTS e.g. WEIGHT LIFTING

9825

Province
of
Ontario

Queen's Park
Toronto
Canada

William G. Davis, Premier
Rene Brunelle, Provincial
Secretary for Resources Development

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